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TECHNOLOGY FOR THE FAST-PACED LIFESTYLE

SpeedTM

SEPTEMBER 2015
P150



SWEET KICKS

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PAGE 69

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SEPTEMBER 2015

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STRUT YOUR TECH

Sarah Carlos

PAGE 76

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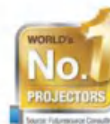
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TRENDING

Tech Frontiers

A digital fashion police, tabletop multimedia hologram, and personal jetpack are among the technologies at the forefront this month.

Future Tech

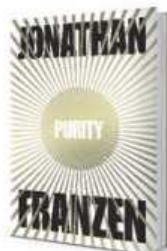
Brace for these upcoming innovations: an air-conditioning shirt, 3D-printed bridges, a calorie counting app, and a smart helmet.

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Mobile Apps

Release the social butterfly in you with an app that tells you when friends are free to hang out and a new Facebook for slow internet speeds. Plus, a classic throwback game is revived!

Arsenal

Don the hottest tech devices and wear them with powerhouse apparel and accessories. Check out the stylish outfits that go well with the Apple MacBook, Fujifilm X-T10, Xiaomi Mi 4i, and Audio-Technica ATH-MSR7. Read about the new ASUS ZenPad series and other notable gadgets in the market.

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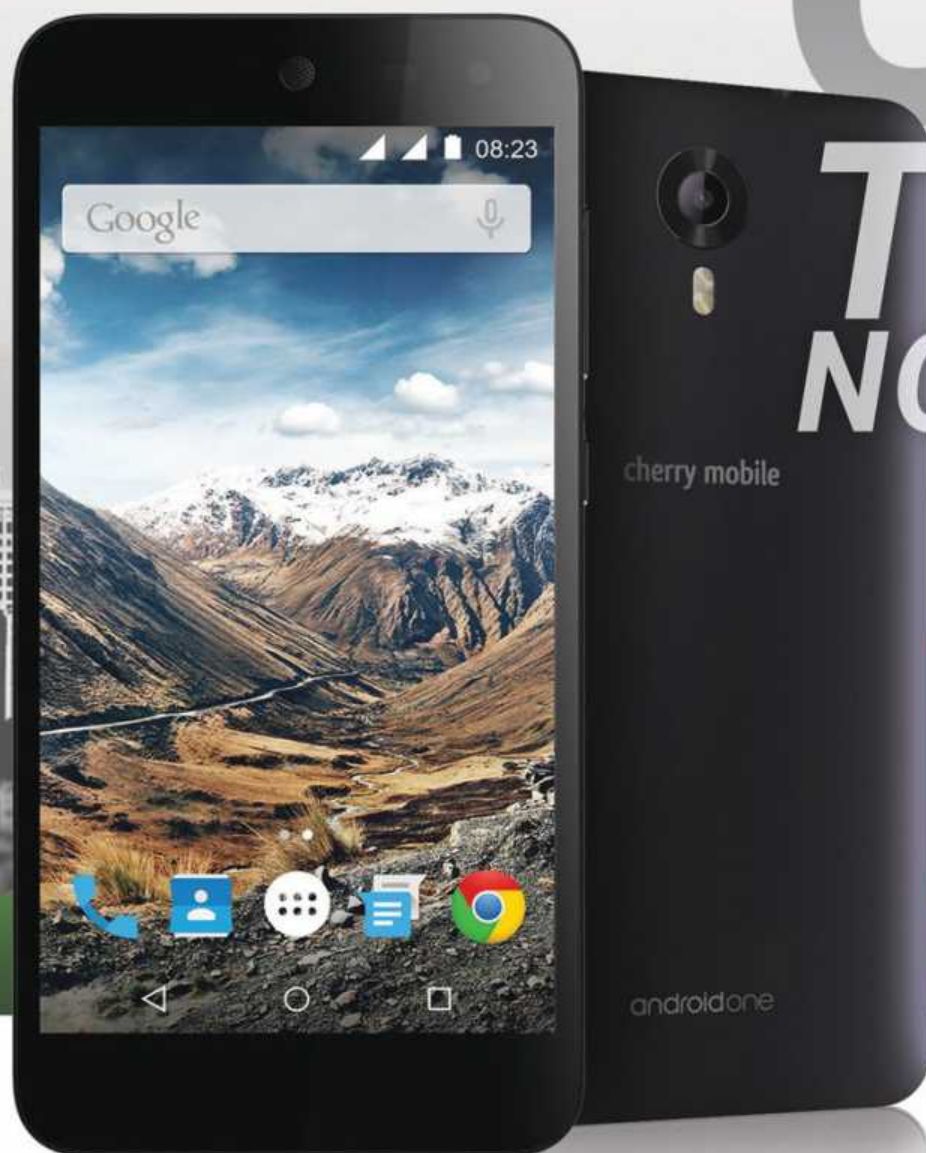


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Styling Bianca Ignacio & Camille Juco
Makeup RB Chanco
Hair Sandy Odo





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Strut your tech

I remember

watching *Clueless* on a rented VHS tape back in sophomore year high school. Unlike other girls who yearned for Cher Horowitz's clothes, however, I was more interested in her state-of-the-art closet with the computer program that put together her outfits. Fashion envy? More like "I wish I'd never have to worry about mixing and matching my clothes. Ever."

Today, tech companies are trying to perfect Cher's closet of the future—Alaïa dress not included. It's a dream 20 years in the making. Cher's closet is real, and it's organized, fast, and fabulous. You can now shop online and see what you'd look like wearing various items of clothing and accessories without having to actually try them on.

But tech in fashion isn't confined within the walls of 3D virtual dressing rooms. In this first-ever Tech Look issue of *Speed*, we put together articles on the marriage of fashion and technology—from using data analytics to clothing technologies, and designing and printing methods. You've probably come across the terms Dri-FIT, AIRism, and ClimaCool in one of your shopping sprees, but have you ever heard of AirDye, direct-to-garment, and Electroloom?

And then there are wearables. Gone are the days when you'd look like a robot wearing cold, lifeless-looking gadgets on your body. Whereas tech and fashion used to make ugly babies, today's cyborg style is becoming chicer and chicer. Even your everyday smartphone is stylish, wearing glossy glass, luscious leather, or handsome matte clothing. Designers and tech companies have taken the challenge and are starting to take wearable tech out of the lab and onto the runway.



Technology and fashion may seem like two parallel universes, but they aren't really worlds apart. As mentioned in our cover story (p.76), it is technology that made way for raw cotton to be spun into thread, woven into fabric, and sewn into clothes.

We may not be fashionistas and we hardly (or ever) post OOTDs on our personal social media pages, but the *Speed* team definitely had a grand time putting together this Tech Look issue. We learned a lot about tech and a little bit about fashion, so we're not so clueless anymore.

Now go strut your tech and be fashionably connected, *Speed* readers. Enjoy the issue!



Katrina Rivere-Diga
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Meet the geeks

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Contributors



Rohwe Rodriguez is a BS Clothing Technology graduate who has gone astray and taken a completely different path. Her life now includes teaching and occasionally writing about all things fancy. Bitten by the wanderlust bug, she likes traveling out of town as often as possible—which is to say, not often at all. She just dreams about it a lot while she sews wedding gowns for family and friends.



Kitkat R. Torres is a freelance writer and editor who also enjoys the occasional doodle and craft project. She is the author of the children's book *The General*, which is part of Bookmark Inc.'s *Modern Heroes for the Filipino Youth Series*. During her downtime, she can be found planning her next budget-travel adventure over a much coveted meal of sushi and/or dimsum.



Aside from writing for *Speed*, **Sarah Katrina Maramag** contributes to *The Philippine Online Chronicles*, works full-time as Migrante International's campaign coordinator and public information officer, and is a founding member of Bloggers Kapihan. At night, her alter ego sometimes takes over to sing bluesy tunes. She is scared of dogs but has grown to love two scruffy mutts, Shingshing and Luka.



Carmela Maraan Fernando is a writer, editor, and creative manager for a US-based website network that specializes in web design and development, content marketing, podcasting, music, tech, and video games. A lover of randomness, she's also passionate about parenting, psychology, food, books, copywriting, handcrafted jewelry, and karaoke. You can find some of her work at Blogussion.com/Author/Carmela or email her at carmela_m_xxx@yahoo.com.

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Inbox



Road warrior

Hi, Speed!

I'm an everyday commuter, and I'm sure several road warriors will agree with me how horrible Metro Manila's transport system is. Which is why I found your article "Ticket to Ride" (August 2015 issue) highly interesting as it gives an expert's take on how to fix the transportation system. It's still a long way before this transport burden is uplifted, but I'm glad to find magazines like yours giving depth to socially relevant stories.

Keep it up, Speed!

John Sagun

A taste of the classics

Dear Speed,

I work in Ortigas and I've seen Ropali Classics several times on my way to work or to a meeting, but I've never given it much notice. That is until I saw your feature of the place in your August issue. Now I'm intrigued and so I plan to drop by the place. Will tag my colleagues along! I'm sure they'll love the place.

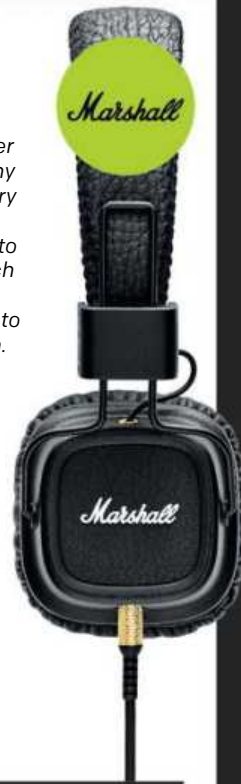
Marco Salud



Hi, John.

We feel you, your fellow commuters, and all motorists who have to suffer in metro traffic, which is why we decided to write the story in the first place. If only we and the government listen to urban planning experts such as Dr. Hussein S. Lidasan, who was generous enough to provide us with information. We'd like to believe that it's never too late to fix things and work hard for real progress. With people like you who still care, we just might make it!

Because you're such an appreciative Speed reader and a socially conscious one at that, we give you the **Marshall Major II** worth P4,650. It is but a small consolation for being an everyday commuter in Manila. Hang in there.



Public service

I read the August issue and there is one word to describe it: awesome!

One of my favorites is the article about the Manila Public Transport System and the repercussions of the said issue. It was clearly stressed that the convenience a commuter may experience does greatly affect business operations and the country's economy in its entirety. Also, it contains a brief root cause analysis with the support of data garnered from reliable sources. It's good to know that a magazine has covered such concerns and gave its piece of mind—a good form of public service by making and keeping the public informed.

Kudos and keep up the good work!

Sincerely,
Noel Peralta Jr.

We want to hear from you!

Send in your thoughts and comments about Speed by dropping us a line or two at editorial@speed-mag.com.



Speed feed



@whianwamos: Nagaangas on the cover of the August issue of @speedmagazine! Please grab a copy <3

@rizzah22: FIERCE!!

@paolomaranan: Wow! #Badass @whianwamos I <3! @speedmagazine

@jecqo: So gorgeous! Reminds me of Lara Croft!! Ang astig @whianwhamos

@kriel25: Swag. I bought my own digital copy from Magzter @whianwamos. Great article! Nice to know the other geeky & adventurous side of you! Good luck on your skydiving in Sept. And I agree about drone as one of the coolest gadgets now. BTW, am gonna learn how to change tires too!

@chenmeicai: Nice!

Trending

TECH FRONTIERS



www.123tf.com/profile_ambull

The fashion police GOES DIGITAL

Words **MARTIN A. CUYEGKENG**

TECHNOLOGY HAS INTEGRATED ITSELF INTO OUR COMMUNICATION AND DAY-TO-DAY ACTIVITIES WITH THE SMARTPHONE. Somewhere along the way, it made its way to our household (read: smart homes) and took over the wheel of our cars (hello, self-driving cars!). And now, it has gone inside our closets.

a photograph, computing for possible stylish tips for any fashion faux pas, and offering tips to make you look less *baduy*.

Urtasun's team gave the software some fashion sense by showing it thousands of pictures from popular style website Chictopia, and teaching it to gauge fashionability based on the number of positive votes users left for a particular ensemble. So the more votes a style gets,

With a new style software from computer scientist Raquel Urtasun of the University of Toronto in Canada, the fashion police is going digital.

The software judges fashion sense by scanning

the more "fashionable" it is perceived by the software. Aside from the look itself, the software also computes data based on geography, the date the photo was posted, the background in the picture, and the written description of the clothing.

Rest assured, Liz Uy, Pam Quinones, and their colleagues need not shake in their stylish boots—yet. Urtasun's team is still working on how to improve the software so that it can automate the work of a human stylist. The question is: would you rather listen to a style software or to a feeling, breathing human fashion stylist?



Hola, Holus

H+ TECHNOLOGY HAS COME UP WITH A NIFTY WAY TO TURN ANY TABLETOP INTO A HOLOGRAPHIC DISPLAY. Their newest device is called Holus, and it is the world's first platform that converts any media from your smartphone, tablet, or computer into an interactive 3D hologram that you can view from four different angles.

Holus is a boxlike structure with a glass pyramid inside, where images are projected from below, and comes in two versions. The Home version can be used for entertainment and studying, while the Pro version is bigger and has an SDK license that allows developers to create holographic apps.



The scent of timber

THE WORLD'S ONLY WILDLIFE FORENSIC LAB IN OREGON HAS DEVELOPED A FOOLPROOF SYSTEM FOR IDENTIFYING CONTRABAND WOOD JUST BY ITS SCENT. Using a machine called the DART-TOF (Direct Analysis in Real Time – Time of Flight) mass spectrometer, the lab's scientists can read a wood sample's unique chemical signature, allowing them to compare this to components emitted by rare or endangered wood samples from the lab's archives.

Thanks to this DART technology, the lab is now internationally certified to inform law enforcers of any suspicious wood shipments, helping bring illegal logging and deforestation to a lumbering halt.



TREES ARE THE NEW HOTSPOTS

Dubai is sprouting Smart Palms—that is, solar-powered eTrees that let you charge your mobile phones and get Wi-Fi access for free.

Installed by D-Idea Media, these 21.3-foot trees are powered by photovoltaic panels embedded in the leaves, which have an efficiency of over 21 percent. Each tree has eight charging stations, a 100-meter Wi-Fi range, and also provides local information, directions, and access to selfie cameras to visitors, as well as a shady place to rest.

These Smart Palms are designed after the date palm, symbolizing sustainability and its history of being a food and raw material source.

FACEBOOK KNOWS YOUR FACE

A new, experimental identity recognition algorithm redefines the 'face' in Facebook. Now, it can pick you out of a photo even when you're not looking, by identifying your clothing, hairstyle, physique, and body language.

Facebook's artificial intelligence team developed this algorithm to mimic humans' natural ability to recognize people even when their face is obscured. This could be helpful in alerting you if you show up in your friends' Facebook photos, even if your face is partially or fully hidden in the shot.

Naturally, this also raises some privacy concerns about being ID'ed. Should we start Photoshopping all our selfies now?



THE JETPACK GETS PERSONAL

Get ready to channel your inner Rocketeer! Jetpack maker Martin Aircraft announced that rescue mission jetpacks will be available by 2016, and jetpacks for personal use will be available by 2017.

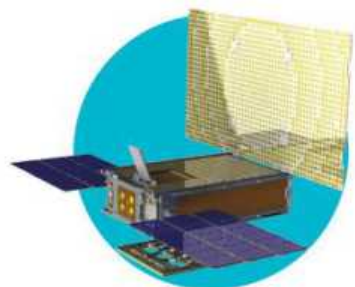
Their P12 model has a max flight speed of 74kph, and can rise up to 3,000ft. By late 2016, potential buyers will also be able to give it a test run via the Martin Jetpack Experience, a simulator ride in a safe and closely monitored environment.

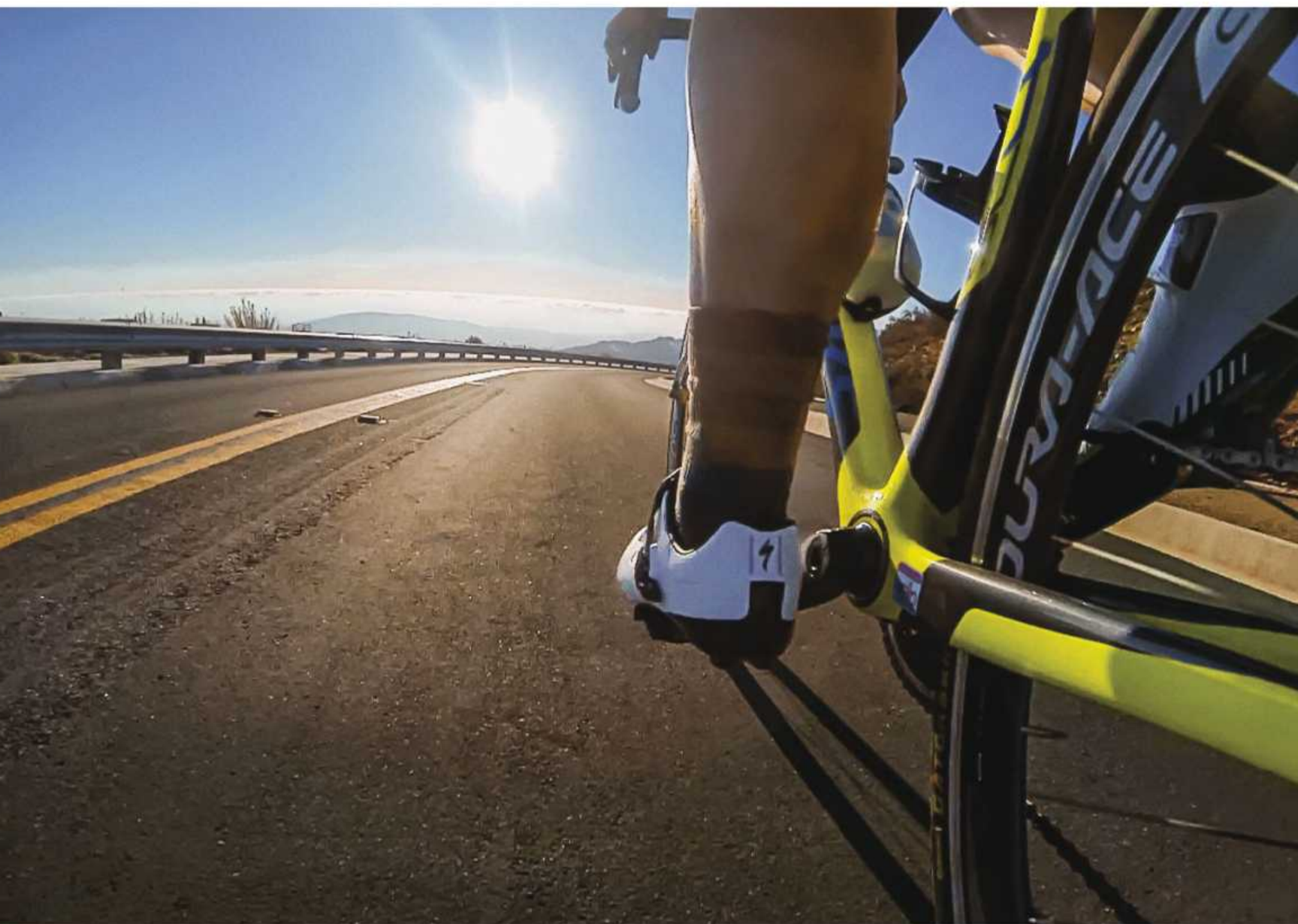
The company plans to roll out these jetpacks at a price tag of \$150,000 each—pretty high for the flyin' guy.

HITCH-HIKE MISSION TO MARS

NASA is sending a pair of lightweight satellites, a.k.a. Mars Cube One (MarCO), to explore the Red Planet for the first time in 2016. The hitch? These CubeSats will tag along on the InSight Mars lander's rocket.

Weighing in at roughly 1kg each, the CubeSats are relatively cheap miniature satellites made for exploring the Earth's orbit. Now, they will be sent on their first deep space mission, flying by Mars once the lander arrives at its destination. They will receive and transmit data from the planet back to NASA, making this and future planetary expeditions much easier to monitor and prepare for.





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THE ONLY COOL SHIRT YOU'LL EVER NEED

Words CANDY VILLANUEVA-LYKES

DON'T WE ALL OWN AT LEAST ONE COOL SHIRT? You know, that one statement shirt or favorite band or sports team apparel. But we're willing to bet you would trade your coolest thread for an ATTACH shirt. Why? Because it's way cooler, literally. It's made of a smart fabric that helps you maintain a comfortable body temperature even through the toughest time of the summer.

A group from University of California San Diego is currently sewing up a wearable heating and cooling technology that will allow the wearer to stay cool indoors even without an air conditioner. Adaptive Textiles Technology with Active Cooling and Heating (ATTACH) is a fabric technology designed for indoor use at temperatures ranging from 19°C to 26°C, eliminating the need for heating, ventilating, and air conditioning systems, and in effect, helps homes and offices save on energy costs and lower pollution.

The fabric is made up of adaptive textiles that react to ambient temperature by automatically increasing or decreasing its porosity and thickness (insulation value) without using power. The technology will

also feature heating and cooling elements through thermoelectric devices and flexible batteries printed on the fabric. Aside from the printed batteries, the active components can be powered through flexible biofuel cell that uses sweat as fuel.

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Printing pavements

CONSTRUCTION SITES COULD PUT LIVES OF WORKERS AT RISK. GOOD THING SCIENCE IS NOW ON THE MOVE TO CREATE ROBOTS THAT CAN TAKE THE PLACE OF HUMANS IN PERFORMING DANGEROUS TASKS.

A project in Amsterdam plans to create robots that can 3D-print a steel bridge. It will program robots to construct the bridge while moving and sliding over the waters, and supporting themselves by means of self-constructed railings. Completing the project would conceive the world's first-ever 3D printed bridge.

CYBORG rider

WITH THE HELP OF THE MOTORCYCLE HELMET CONCEPT INTELLIGENT CRANIUM IC-R, YOU MAY SOON TURN INTO THE MOST BADASS CYCLIST OUT ON THE ROAD.

Internally equipped with a twin full-color LED heads-up display, the helmet will be able to flash navigation, speed, telemetry, and calls from your smartphone. This helmet will also come with two rear-facing cameras (that provide a 210-degree view), Bluetooth connectivity, voice control features, a LiDAR rear-end collision warning system, and an electronically controlled LCD visor that tints itself dark at a mere touch of a button.



ROBOTIC INVASION!

Imagine robots subtly entering your body. No not those creepy mini-machines entering Neo in *The Matrix*. What we mean are nanorobots that can deliver medicine to specific parts of the human body.

Nanorobots have been designed recently to wade through body fluids by stringing together a piece of polymer with two magnetic nanowires. An applied magnetic field then moves and controls the robot inside the body.



www.123rf.com/profile_ktsdesign



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INSTAGRAMMIN' TO FITNESS

How about snapping that sumptuous artisan meal and getting a calorie feedback? Talk about guilt trip. But hear, hear! Google plans to create such a technology with the new concept app, Im2Calories, which recognizes the type of food in your photos and uses artificial intelligence to analyze how many calories your food contains. Soon, your Instagramming hobby may just become your ticket to staying fit.

SILENT ENERGY

While wind turbines are efficient sources of green energy, the noise they create can affect terrestrial and marine life. This is why a plan is on its way to minimize the sound wind turbines create. The inspiration: owls.

Known as a silent predator, owls have evenly spaced bristles along their wings that break up sound waves, while their downy feathers reduce air pressure. Emulating this ability, fins are added throughout the turbine's surface using aerofoil, replicating the owl's bristle's ability to soften sound waves while disrupting surface pressure through the aerofoil. This biomimicry attempt reportedly cut noise by a factor of 10.



www.123rf.com/profile_9moshi



SOLAR BOOST

Longer-lasting solar cells, anyone? A new study is attempting to double energy storage of solar cells by mimicking the photosynthetic ability of plants.

The design uses a polymer donor and a nano-sized fullerene acceptor. The polymer donor absorbs the sunlight and passes electrons to the fullerene acceptor, thereby generating electrical energy. This is arranged neatly, preventing electron loss and allowing the device to store energy for days or weeks—as opposed to modern solar cells that only store energy for microseconds.



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Live off the grid

Words **SARAH KATRINA MARAMAG**

MICRO-HOUSING HAS BECOME QUITE A TREND NOWADAYS, IN LIGHT OF SKYROCKETING PRICES OF ELECTRICITY, WATER, AND BASIC UTILITIES. With the advent of the Ecocapsule, micro-housing advocates have one less thing to worry about.

The Ecocapsule is a solar- and wind-powered house developed and distributed by Slovakian company Nice Architects. The Ecocapsule has a built-in wind turbine and is made up of solar cells, its main source of power.

This home measures 14.6 feet long and 7.4 feet wide. It can house a maximum of two adults, has a functional kitchen, a toilet that can flush, and a shower that streams hot water. Its dome, because of its capsule shape, helps in the collection of water, while its filters allow you to use water from almost any source.

Nice Architects says orders are already pouring in and that it plans to distribute units by the start of 2016. For starters, Nice Architects is promoting the Ecocapsule as a portable hotel, a mobile research station, or a charging portal for electric vehicles. As tiny as it is, it can be

mobile and transferred from one location to another, depending on the need for sun or wind exposure. With the Ecocapsule, you can go where the wind (or sun) takes you.



WET TREADING



RESEARCHERS AT COLUMBIA UNIVERSITY (CU) MIGHT HAVE JUST DISCOVERED ANOTHER FORM OF ALTERNATIVE ENERGY: EVAPORATION.

Their inspiration? A spore found in soil bacteria that reacts to moisture by expanding and contracting. The geeks at CU found that the muscle-like responses by the spore create movement. To test this, they put the spores on strips of tape and designed a tiny toy car (less than 250g) that could be powered by the piston-like movement from the little live things. The gadgets used in the experiment included an LED lamp and the aforementioned miniature car that moves forward as the water in the car evaporates.

Science has yet to discover the full potential of evaporation technology, so we won't be seeing evaporation-powered full-sized vehicles soon. But who knows?

Words: JOHN SOMMERS



TU Eindhoven, Bart van Overbeeke

SOLAR-POWERED SEDAN

SOLAR-POWERED CARS HAVE BEEN AROUND FOR A WHILE, BUT A GROUP OF DUTCH STUDENTS WANTS TO TAKE IT UP A NOTCH BY LAUNCHING NOT JUST ANOTHER SUN-POWERED VEHICLE, BUT ONE THAT CAN SEAT MORE THAN TWO PEOPLE.

Meet Stella Lux, the world's first solar-powered family car. Stella Lux by the Netherlands-based Solar Team Eindhoven is a car that generates more energy than it uses.



According to the Eindhoven team, the Stella Lux can run over 1,000km on a full charge in the Dutch climate or 1,100km in the Australian climate. It's no laggard either, with a top speed of 125kph.

To add to the car's efficiency, it uses a specially designed Solar Navigator system that monitors weather and chooses the optimal route accordingly. A smartphone app can help automatically work out the most efficient routes based on your calendar appointments.

The Stella Lux team will be competing in the Cruiser Class of the Bridgestone World Solar Challenge in Australia this October. The team won the Cruiser Class title in 2013 with its first car, Stella.

This four-seater sedan is made of carbon and aluminum and has an aerodynamic design. It has a 5.8sqm solar panel on the roof and an air tunnel through the middle of the car, which helps reduce the amount of energy needed to propel the car forward.

FUEL-LESS TWO-WHEELER



Alistair McInnes

AUSTRALIAN INDUSTRIAL DESIGN STUDENT ALISTAIR McINNES WAS RIDING A RENTED MOTORCYCLE IN THE HIGHLANDS OF SCOTLAND IN 2013 WHEN IT HIT HIM: "In some years' time there will be no way for me, or others, to enjoy a recreational ride like this."

And that's how Strangeworld came to be.

McInnes imagined a fossil fuel-depleted world and came up with a motorcycle designed to run without fuel.

Strangeworld, a James Dyson Award entry, is a motorcycle with a collapsible

wind turbine that can harness wind energy and store it in a battery housed in the motorcycle's chassis. The two-wheeler also features photovoltaic panels to collect additional solar energy.

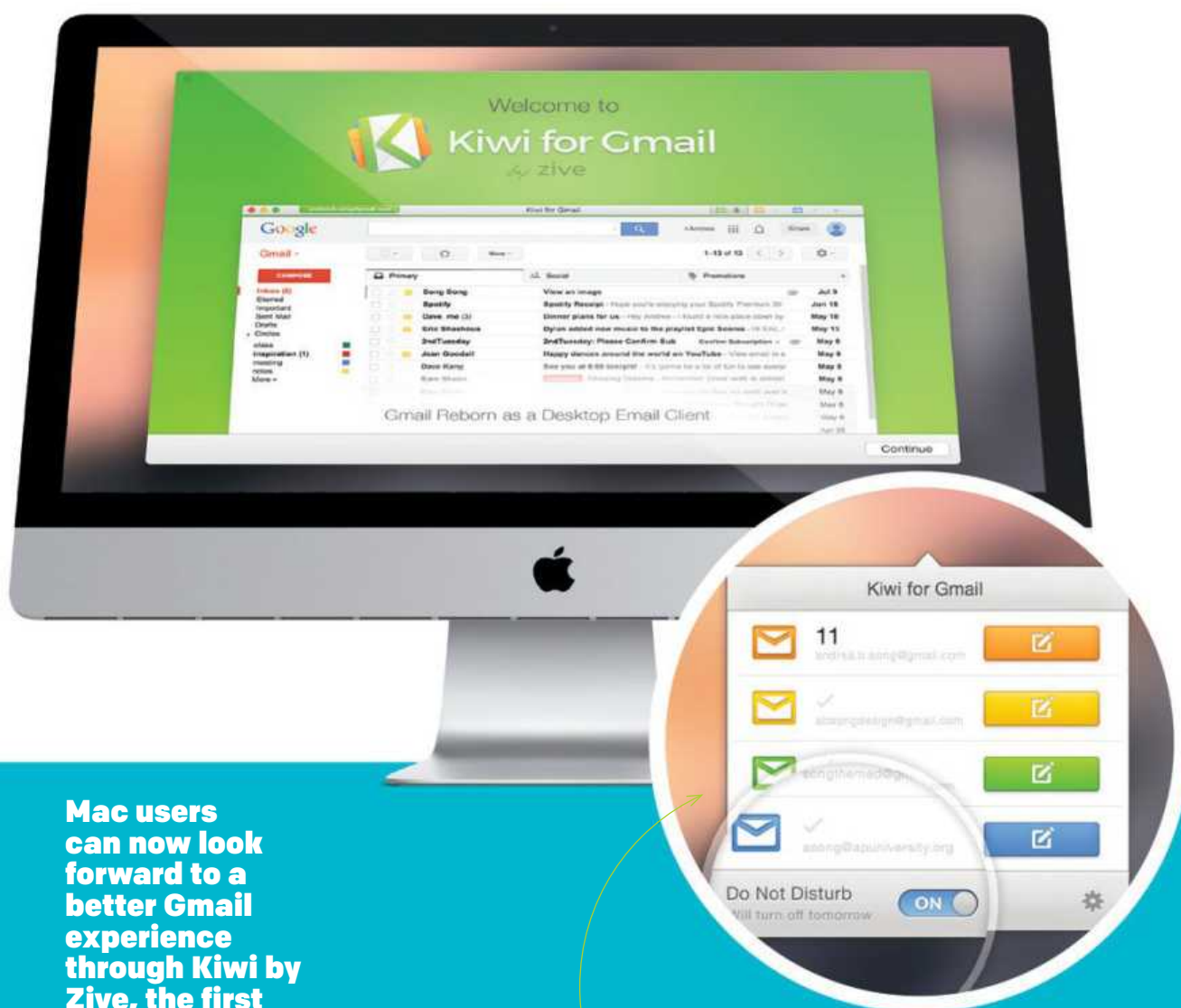
McInnes' prototype is said to travel a maximum speed of 80kph for up to 15 minutes before it needs recharging, but Alistair ensures that after developing this proof-of-concept, it can still be improved to run faster and longer with a day's worth of charging.

Ride like the wind!

KIWI FOR GMAIL

Unchain Gmail from the browser

Words **CANDY VILLANUEVA-LYKES**



Mac users can now look forward to a better Gmail experience through Kiwi by Zive, the first Mac desktop email program designed for Google's email service.

Kiwi, Gmail is finally free from the browser with a flawless interface that allows you to access Gmail without having to go through browsers that tend to lag or crash, especially with many tabs open. Kiwi for Gmail's Lite version is available for free, while the full version can be had for \$10.

Formerly called Gmail for Mac, Kiwi's full version supports all Gmail features and is easy to use and is more reliable than accessing email through a browser.

"Most email clients are stuck in the 1990s—except for the power and intelligence of Gmail, which is stuck in the browser," says Eric Shashoua, president and CEO of Zive Inc. And with

Convinced to make the switch yet? If not, here are some features that Kiwi converts can look forward to:

ZEN SWITCH
Temporarily shuts out email noise by disabling notifications and email accounts

RELIABLE MULTIPLE ACCOUNTS
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Got a huge video file to share? Compose new message, hit the Google Drive button, and drag the file.

SNIPER 150MX

STREET MONARCH



BUILD COOL, CLEAN SITES

One of the things that makes Android Lollipop special is its Material Design language, which features a clean, cool, and vibrant look. If you're a Web designer and a fan of the style, then you're in luck because the search engine giant looks to transform not just the interface of your phone, but the interwebs as well.

Material Design Lite allows Web designers to adopt the Material Design style by using a set of easy to use tools. Interested? Check out getmdl.io where packages and templates can be downloaded to create a Google-inspired website. Components such as sliders and column layouts are available, too.



Safe streets with self-driving cars

HOW SAFE IS IT TO RIDE SELF-DRIVING CARS? Google seeks to educate and assure the public on the safety of its driverless fleet through google.com/selfdrivingcar.

done (they've self-driven over 1 million miles as of writing), and reporting and summarizing accidents involving the autonomous cars. So far, accidents have been few, and it's more often an error on the part of a human in another vehicle.



The website helps you warm up to the idea of self-driving cars by showing you how these vehicles and the technologies being used work, updating you about the road tests Google has



VIP access

We can think of two reasons why the internet is so popular: one, it's open and accessible, and two, it gives us the information we need instantaneously—or not, depending on your connection. But that's another discussion altogether.

Now here comes a website that is the antithesis of all that the internet is about. Type mostexclusivewebsite.com on your browser and you'll be directed to a basic website with a Rolodex-type countdown timer right smack in the middle. This website is so exclusive it can only accommodate one

person at a time and only for a mere 60 seconds.

Want VIP access? Key in your name to get a ticket. Then wait in a virtual line. As of writing, more than 25 million minutes have been spent waiting in line. According to site designer Justin Foley, he made the site because it's the exact opposite of what the internet is supposed to be: open and accessible to anyone.

So, what's inside the Most Exclusive Website? Well, we don't want to be the one to spoil it for you.

Iconic

History of Icons (historyoficons.com) is a beautifully designed website following the development of icons from its conception by Dr. David Smith and Norm Cox, down to its present-day versions, and on toward where it may possibly head to. It discusses the different aesthetic values behind each generation of desktop metaphor. It even informatively manages to trace back the key individuals who inspired the development of these computer symbols.



Drum machine

Do you find Lang Leav's words music to your ears? Typedrummer (typedrummer.com) hopes to achieve the same thing minus any wordsmithing.

Site creator Kyle Stetz found a way for people to make music through texts. As its name suggests, Typedrummer turns words you type on your keyboard into a rhythmic beat. You can choose to hear words as percussion sounds (cymbals, bass, snare) or as samples from a song called "Fool" by Moon Bounce. This fun website can definitely make even ugly words sound good.

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Way of Life!

NO MORE LONELY NIGHTS

FREE

Free

Platform: iOS

Words SARAH KATRINA MARAMAG

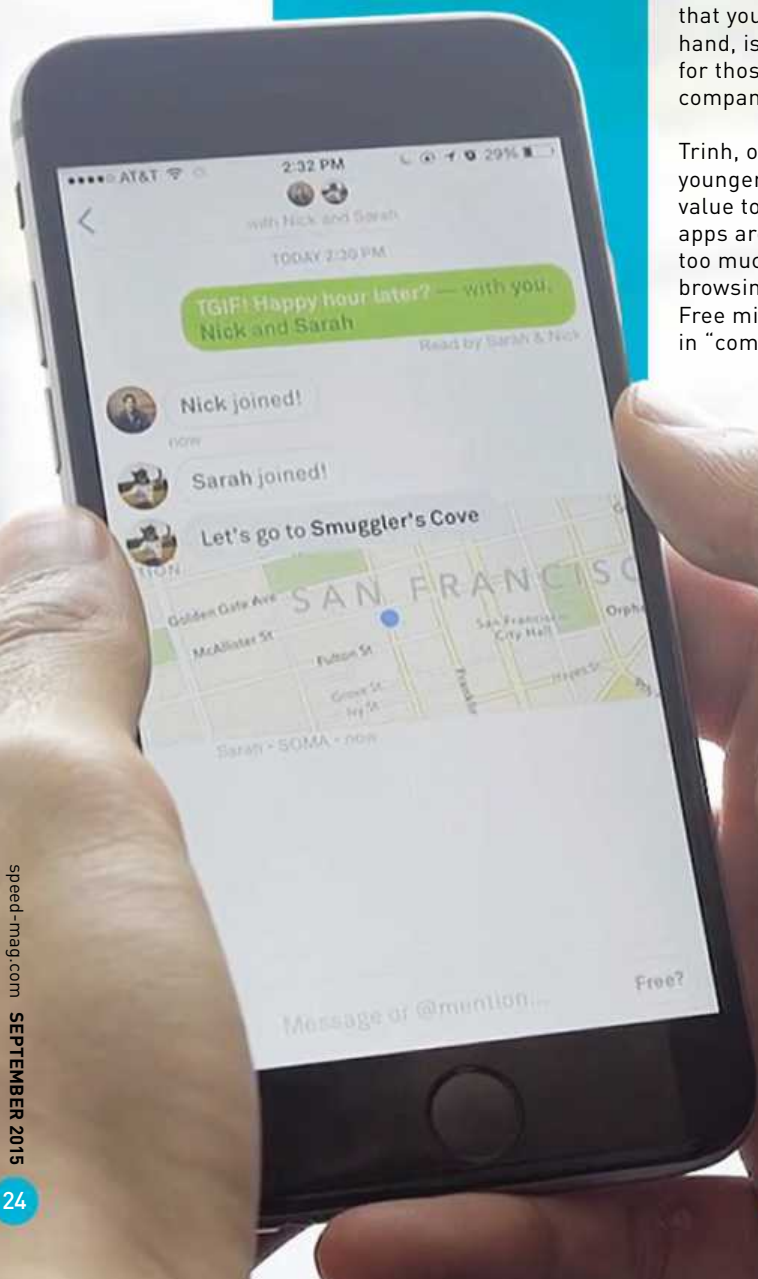
"I USED TO LIVE ON AIM, AND IF SOMEONE WAS GREEN, THAT MEANT THEY WERE TOTALLY UP TO CHAT. I WAS IN LOVE WITH THAT,"

said Danny Trinh, developer and creator of Free, a new iPhone app that notifies your friends and contacts if you're up for a party or down to hang out.

The concept for Free, Trinh says, comes in an era when practically everyone is online, making it much harder to decipher who really is "available." With the app, you can see if friends or contacts are, like you, looking for something to do and someone to do it with. Free attempts to further connect the virtual with reality by making that green dot more pro-active and categorical: "Wanna watch the Pacquiao fight at my place?"

The iPhone app broadcasts three statuses: Going Out, Flexible, or Busy. "Going out" is a candid shout out to friends that you would like to hang out. "Flexible," on the other hand, is for the more cautious and non-committal, or simply for those who do not want to seem "too desperate" for company. "Busy" is, well, just what it says.

Trinh, of course, admits that Free may cater more to a younger clientele, the so-called millennials who put much value to social capital as far as social media and social apps are concerned. Still, in an era when young ones spend too much time staring blankly at Facebook timelines and browsing perfunctorily through 140-character statuses, Free might just be the app to bring back the "commune" in "communication."





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Polarr

Platforms: Android, iOS

FREE

Here's an app that mobile shutterbugs and selfie fanatics will love. With humble beginnings as a Web app, Polarr gives portable photographers a plethora of professional photo-editing options that more than rival desktop photo-editing apps. Said options include a wide array of advanced and customizable photo filters and editing tools (split-tone and chromatic shift, for example), in addition to adjustment options such as HSL channels and tone curves. But the real powerhouse feature of Polarr is its infinite history, letting you undo and redo at any point in a photo's editing timeline.



FREE

CHALLENGED

Platform: iOS

Let's be honest; everybody loves a bit of competition among friends, most especially when the challenge at hand is fun, dumb, or even both. Social community app Challenged capitalizes on this particular human trait by letting you challenge other people around the world to a variety of tasks ranging from strange (take the ugliest selfie) to helpful (perform a random act of kindness). Adding a little extra rush and some participatory incentive to the proceedings are the many celebrities, brands, and companies who also join, even offering prizes and donations to worthy causes as rewards.



FREE

STACK HEROES

Platform: iOS

The gameplay of *Stack Heroes*, in essence, isn't entirely new. Other games have done the block drop-and-stack concept in various ways. But the beauty of *Stack Heroes* is its ardent end-to-end simplicity, from the aesthetics all the way to the physics. The colorful, minimalist look and subtle animations keep things focused on the falling multi-faceted blocks without looking bland. The inclusion of different worlds, each offering distinctive challenges like moving platforms and vanishing blocks, add more than enough difficulty to the goal of building the tallest block tower before the timer runs out.



FREE

FACEBOOK LITE

Platform: Android

Your mobile data plan may not always perform at its optimum speed, particularly when in out-of-reach areas—hardly ideal when you need to update your Facebook status. Fortunately, the social giant has released a lite version of its app, designed specifically for countries and developing areas experiencing less than stellar reception. Weighing in at less than 1MB, Facebook Lite economically uses data bandwidth by prioritizing low-resolution app assets and lessening the number of network requests, helping maximize your data connection no matter how slow it rolls.



\$2.99
iOS/Android

\$4.99
Windows
via Steam

YOU MUST BUILD A BOAT

Platform: Android

From the minds of the popular role-playing puzzler *10000000*, its spiritual 8-bit successor *You Must Build a Boat (YMBAB)* involves more than its title lets on. As a speedrun game, *YMBAB* has you exploring and fighting monsters in randomized dungeons to recruit a crew and upgrade your vessel to make it to Hell and back. Combat involves matching tiles to execute different attacks, moves, and spells. You can also capture monsters and have them fight alongside your burgeoning crew. With its role-playing, strategy, and puzzler elements, this bite-sized game definitely offers great bang for your buck.

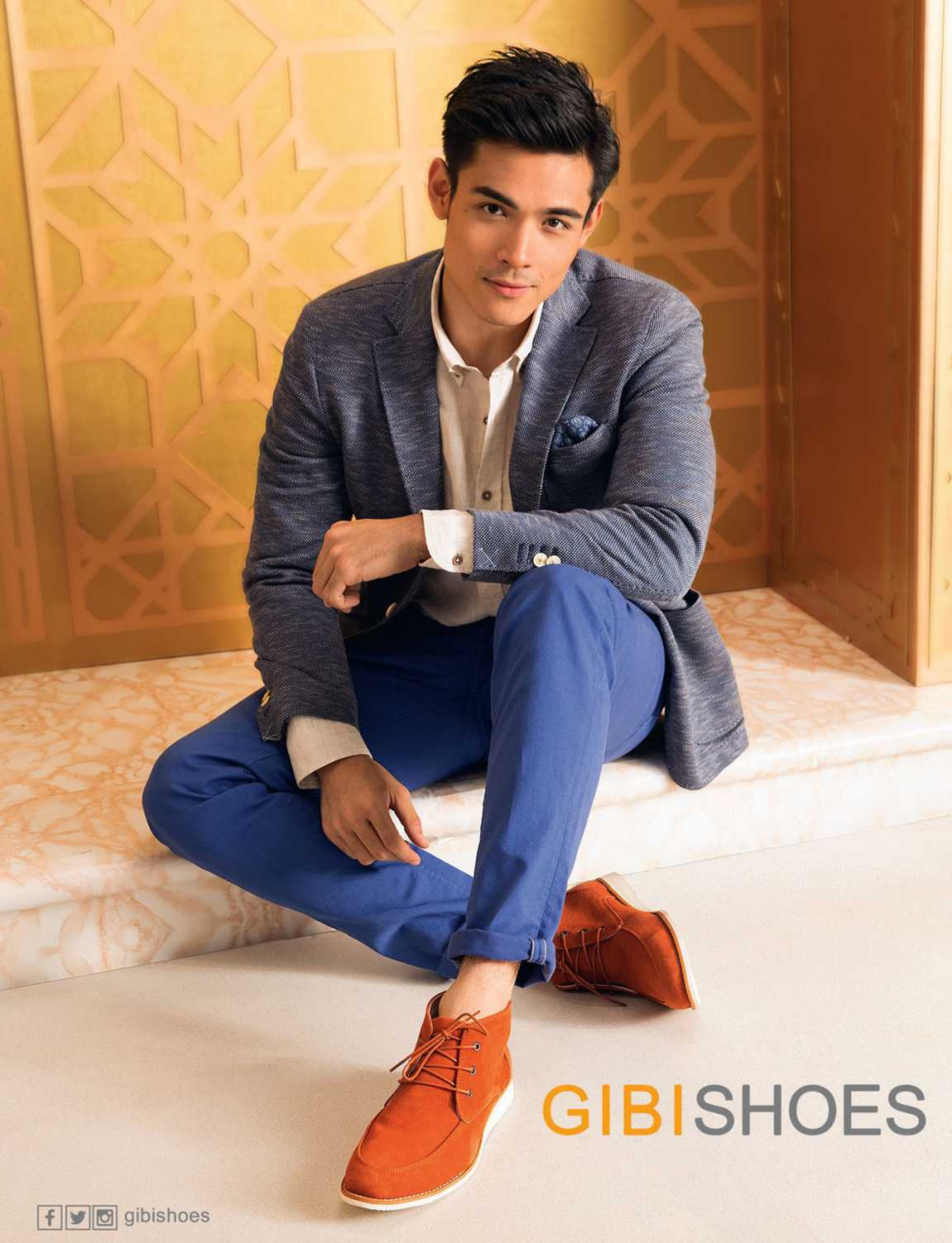


FREE

SNAKE REWIND

Platforms: Android, iOS

It was a truly different time—phone displays were monochrome, had no touch capabilities, and *Snake* ruled the mobile space with its craftily simple level design and twitch-based gameplay. But what if it had been made today instead? With the help of its original creator, *Snake Rewind* tries to show just that by throwing in power-ups, special items, and puzzle levels meant to challenge your dexterity and focus even further. Surprisingly the end result is quite decent, although the ability to undo a costly erroneous move by paying up might seem a little blasphemous in hindsight.



GIBISHOES



MOTOROLA CONTINUES TO CHANGE THE SMARTPHONE GAME

London, England—

I and a handful of Canada-based journalists were flown in to London's business district for a Motorola launch event. Motorola is now wholly owned by Lenovo, and aside from having a bigger budget to stage multi-country launch extravaganzas and fly journalists to some of the most expensive cities in the world, it seems that Lenovo is letting Motorola do its thing. This is good news.

The Motorola launch event took place simultaneously in Sao Paulo, London, and New York, with a live webcast that spanned all three countries. The big news was the bifurcation of the flagship Moto X line into a midrange Moto X Play that features an all day battery and a bonafide flagship Moto X Style (to be

sold in the U.S. as the Moto X Pure). Both of these devices feature a 21MP camera with advanced optics and improved software for taking and editing pictures.

Another huge announcement—possibly one that is more relevant to Motorola's bottom line—was the launch of the Moto G (3rd Generation). Now with a 5-inch display and IPX7 rating, the Moto G doesn't only continue to offer flagship-level performance at a fraction

of the cost, it is designed to be an attractive option for the rigors of everyday use.

"We made a lot of great strides with the camera. Form your own opinion. We are really proud with the camera technology and the turbo charging capability at the high end," said Adrienne Hayes, Motorola's head of marketing, about the new devices.

Motorola says that the Moto X Style can have an extra 10 hours of battery by being plugged for a mere 15 minutes using a compatible Motorola Turbo Charger. The Moto X Play also takes advantage of this technology, although because of its larger battery, it can actually last longer at two days on a single charge.

Notice Motorola has forced improvements in areas that affect all smartphones. As the devices do more for us and offer larger, high-resolution displays, battery life and charging time become the bottleneck in our day-to-day use. The new Moto X models both boast very impressive battery life as well as fast charging times.

The camera department, an area that Motorola has sorely lacked in, has been bumped up as well, and it will be interesting

Adrienne Hayes, Motorola's head of marketing: "We made a lot of great strides with the camera. Form your own opinion. We are really proud with the camera technology and the turbo charging capability at the high end."

 Gadjo C. Sevilla

GADJO CARDENAS SEVILLA



to see this trend continue. Looking at the Samsung GALAXY Note 4, LG G4, and iPhone 6, we don't have just great camera phones, but pretty darn impressive cameras that happen to be in phones. This is a major consideration and a new battleground for manufacturers as specs and performance are at parity.

"Motorola is a startup," Hayes explained. The company was completely reborn in 2013 when it was sold to Google, which served as an incubator of sorts until the company was sold to Lenovo. "We think about ourselves as a scrappy and nimble startup leading to continued growth and consumer love," she added, "which is what we are trying to earn day in and day out."

The Moto G is an extremely popular model around the world. It is ideal for emerging markets as well as for entry-level users wanting a smartphone on a feature phone budget.

The Moto X line has to work a little harder to get attention. It may be flagship-level in build and quality, but it doesn't always go with popular trends. This is changing since Moto X models now have microSD card slots plus a wide range of customization options via Moto Maker or accessory shells, something that very few smartphone makers offer out of the gate.

With Samsung taking a bit of a beating behind the GALAXY S6 sales and losing some of its market share, and upstarts like OnePlus, ASUS, and Huawei offering competing budget flagships, Motorola has its work cut out for them. The difference this time around is that Motorola now has smartphones that are unlike anything that is out there right now.

All the smartphones launched in London are priced well below expensive iPhones or Android flagships while giving users the most important features (expandable storage, great battery life, fast charging, water resistance) for a fraction of the price they are used to paying for status handsets.

If this doesn't open up consumers' eyes and shake up the industry, nothing will. Motorola's advantage is that it is operating guerilla style like a scrappy startup, but it also has the global scope, power, influence, and vast resources of Lenovo behind it. This is a scary proposition for the competition. Motorola knows phones, and it can isolate certain features and really leapfrog the competition. With the Lenovo money and support behind it, it no longer has to pick and choose what to focus on and can now create some compelling handsets across the board.

Look at how well Lenovo's done with the ThinkPad line it purchased from IBM years ago, and you can imagine just how exciting Motorola can become not just with its latest handsets, but in the future as it becomes a bigger global player. 



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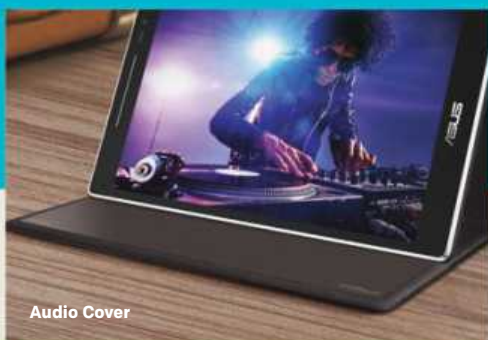
ZenPad Z370CG



5

1

3



Audio Cover

INTERCHANGEABLE COVERS

ASUS touts the ZenPad to offer easy and stylish customization via these functional covers and cases.

ASUS Power Case. For power users, the built-in battery capacity is never enough. With this accessory, the ZenPad's battery life extends up to 15 hours without compromising the ZenPad's look and compact size.

ASUS Audio Cover. You won't need to lug around an external speaker for the ZenPad if you have this accessory, which adds 5.1-channel surround sound to the tablet.

ASUS Zen Case. This back cover comes in Black, White, Aurora Metallic, Blue, and Orange, so you can change the color of the ZenPad depending on your outfit or mood.

ASUS Zen Clutch. When your girlfriend borrows the ZenPad, she won't be embarrassed to take it out of her purse because this accessory looks like an elegant clutch with its leather finish. The folding cover doubles as a stand and is available in black and white.

ZenPad Z580CA

6

7

4

Luxe, looks, and lust

Words ARITHA ZEL ZALAMEA

ASUS LANDS STRONG IN THIS YEAR'S TABLET SCENE WITH THREE NEW MODELS UNDER ITS ZENPAD LINE OF FASHION-INSPIRED SLATES—THE ZENS OF STYLE, IF YOU MAY. Following the company's Zen design philosophy, the ZenPad Z580CA (8 inches, P16,995), Z370CG (7 inches, P7,995), and Z170CG (7 inches, P5,995) come marching in with serious hardware ammo. Whether 3G-capable or Wi-Fi-only, your tablet desires should find the ultimate partner in these three variants. Which one will you choose?

1 The ASUS ZenPad is locally available with 7- and 8-inch displays. The 7-inch variants have WSVGA (1024 x 600 pixels) and HD (1280 x 800 pixels) resolutions, while the 8-incher boasts a 2K QXGA-resolution (2048 x 1536 pixels) IPS panel with a pixel density of 321ppi and a viewing angle of 178 degrees. It uses the Pixelworks Iris2 image processor for ASUS Intelligent.

2 The two 7-inch models get a microSIM tray (dual SIM for Z170CG) for your messaging, calling, and 3G data needs, and a microUSB port. The 8-incher is a Wi-Fi-only version but does come with the latest USB Type-C port. All ZenPad tablets have Wi-Fi and Bluetooth connectivity, Miracast support, and a microSD slot (Z170CG: up to 64GB; Z370CG and Z580CA: up to 128GB).

3 Computing power should not be a problem with the Intel processors inside the ZenPad tablets. The top-of-the-line 8-incher is powered by a 2.3GHz quad-core Intel Moorefield (Atom Z3580) processor coupled with 4GB RAM. The 7-inch ZenPads come in 1GB and 2GB RAM variants. With the Android Lollipop OS running these devices, mobile computing should be a breeze.

4 You probably hate running out of storage, whether internal, portable, or cloud. Guess what? ASUS hates it even more, so it made the ZenPad Z580CA to come with 64GB of built-in storage, while the 7-inchers aren't too far behind with 16GB. All get 5GB of ASUS Webstorage for life, 11GB of ASUS Webstorage for the first year, and 100GB of Google Drive space for two years. We feel heady just looking at the numbers.

5 ASUS' PixelMaster camera comes with a Low Light mode positioned to lead the industry when it comes to low light photography. It is said to capture up to 4x brighter photos thanks to its pixel-merging technology. The 8-inch and HD 7-inch variants are each equipped with an 8MP rear camera capable of recording up to 1080p videos and a lens with an aperture of f/2.0.

6 The 8-inch ZenPad is only 6.6mm thin and weighs just 298g. The 7-inch Z370CG and Z170CG variants are even lighter despite measuring a bit thicker at 8.75 and 8.4mm, respectively.

7 The ZenPad is the first tablet that comes equipped with DTS Premium Sound technology. This brings high-fidelity support via the built-in DTS-HD coder-decoder and allows for surround sound support up to 5.1 channels, which you can get through the ASUS Audio Cover.



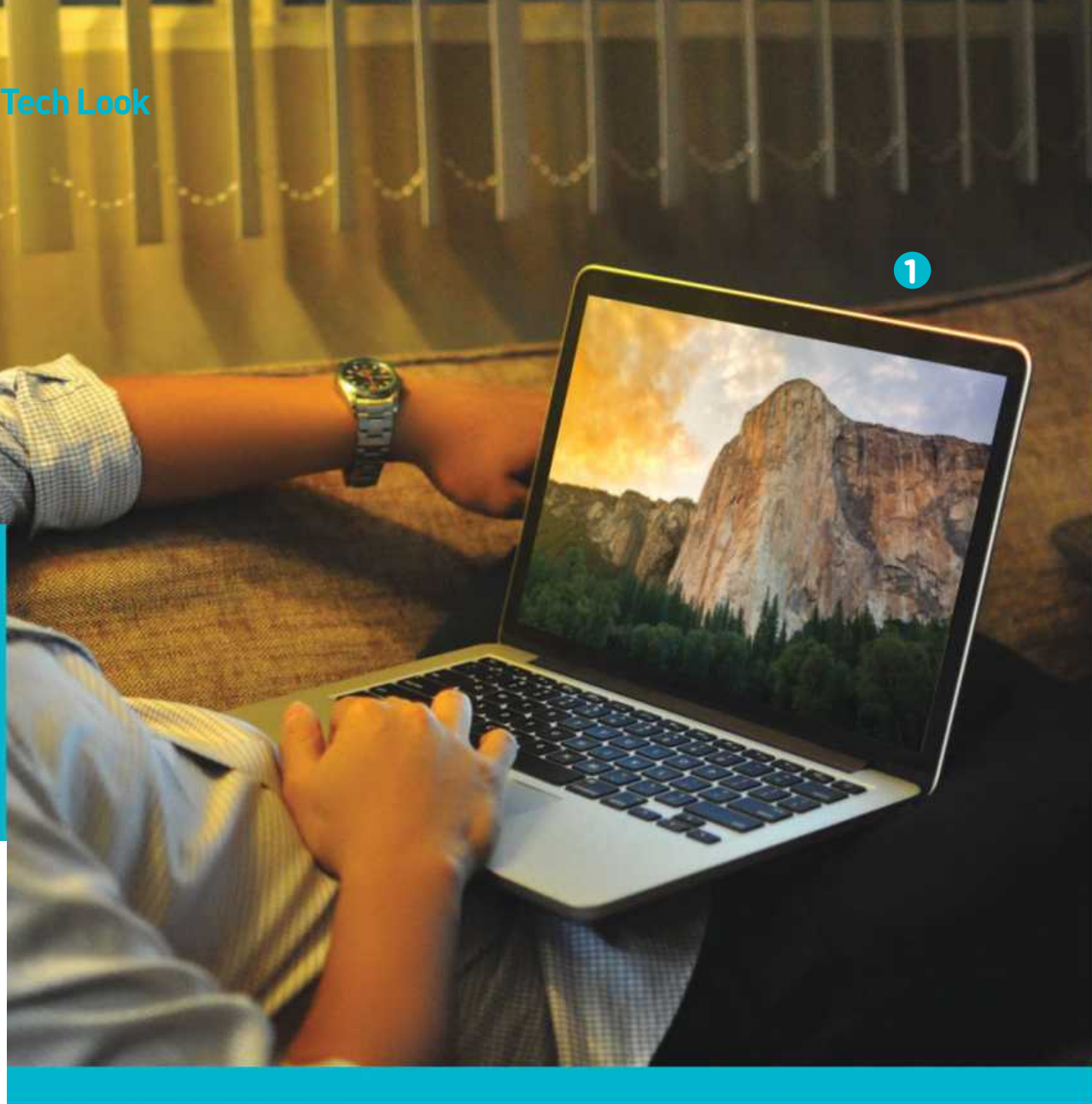
CONNECTED CORPORATE

Compact and engineered for silent, efficient performance, the (1)2015 Apple MacBook (starts at P64,990) is the paramount weapon for a man who dwells the glass-walled skyscrapers of the business district. The 12-inch MacBook, thanks to its latest Wi-Fi and Bluetooth technology, allows you to push numbers or legal formalities while prowling the busy halls of firms.

Keep your laptop safe and your files organized inside the padded 15-inch (2)Timberland laptop case bag, which comes with leather-wrapped handles, outer pockets with snap closures, and multiple inner panels.

The corporate dress code is a straightforward affair—tailored pants, solid ties, and crisp shirts. Command attention wearing the (3)Grand Seiko 55th Anniversary Spring Drive Chronograph and the (4)Nike Vision 7233/7236.

The limited edition Seiko chronograph houses a unique movement tuned for accuracy. Sophisticated in design, Nike's Vision eyeglasses sport sleek, lightweight frames and a unique color palette.



Words PAT CALICA



WORLD EXPLORER

Traveling around the world lets you experience scenic views, historical architectures, and genuine human interactions.

Keep mementos of your adventures using the (1)**Fujifilm X-T10** (P40,990 body only). Small and offering exceptional image quality, the X-T10 features a 16MP X-Trans CMOS II sensor, 3-inch 920k-dot tilting LCD, and real-time viewfinder. Something new on this X Series camera are the dials dedicated for aperture, shutter speed, and shooting functions, as well as the new AF tracking system. Store your photos in the compact, lightweight (2)**Samsung**

Portable SSD T1 (starts at \$179.99).

The four-wheel (3)**TUMI Vapor Lite carry-on** takes care of all your things inside its polycarbonate case. The main compartment is durable, making the Vapor Lite a great choice for international or domestic trips.

Multifunction accessories are life-savers when you're out on the road just like the (4)**BauBax travel jacket**, which has 15 built-in features, including neck pillow, eye mask, earphones holder, pen-stylus zipper, gloves, and pockets for sunglasses, drink, and gadgets of any size. Walk on bricked roads or dirt trails wearing the (5)**Puma R698 MESH-NEOPRENE** as the (6)**Rapha Classic sunglasses** (\$295) protect your eyes from the sun glare.





UNCOMMON COMMUTER

Hustle your way through traffic with the (1) **Xiaomi Mi 4i** (P9,799). The 1.7GHz Qualcomm Snapdragon processor and 1080p 5-inch screen is sure to keep you entertained while stuck in crawling traffic. Watch movies or listen to soothing music by pairing it with the 3rd-generation (2) **Xiaomi Mi In-Ear Headphones** (P8,490). With durable, break-resistant Kevlar fiber cable, this pair shouldn't worry you about unexpected snags and tugs.

Trouble on the road? Keep track of the time and don't miss out with the (3) **Victorinox Alliance Mechanical** (\$750), the Swiss-made chrono that comes geared with a date calendar. No amount of rain will keep you down with the timepiece's max 100m water resistance. The triple-coat scratch-resistant sapphire crystal case and luminescent hands promise to ease your mind while trapped in a packed train car.

Keep up the pace with the (4) **Misfit Flash Link** (\$19.99), which monitors your daily activities and sleeping habits. Be sure to stand out with the suave (5) **Gibi Monk buckle shoes** (P2,699.75) and never leave anything important behind with the black, leather-finished (6) **Delsey Haussmann Satchel**.



2



1



3



4



5



6

Words JOHN SOSMEÑA

2



3



4



INDIE WITH A VIBE

Tuning out the world for a while? Hop aboard the sound express with the (1) **Audio Technica ATH-MSR7** (P13,799) for that hi-res sound that cancels out unwanted noise. Leave your worries behind as these headphones capture every note with a dynamic range of 5 to 40,000Hz.

Show some class while you check how much time has passed with (2) **Wenger's**

Urban Classic Chrono (P14,200). With its brass finish and leather strap, the eye-candy wristwatch is sure to catch attention as you sit back and relax.

Chill in style with the (3) **K-Swiss polo shirt** (P2,195), leaving that lasting impression that you're as sporty as you are cool. Once you're ready to move out, strut your stuff and revive the classics with the (4) **Converse All-star Chuck Taylors II** (P3,990). With the black-on-black laces and body retrofitted with the classic white sole finish, tying your shoes is sure to leave a lasting mark on their minds.

1





Rock and rule MARSHALL LONDON

Brandish your rock and roll emblem through your smartphone with the Marshall London. Specially designed for the coldblooded music henchman, this beast sports two front-facing speakers that deliver loud booming thuds, a one-click M-button for instant access to your tunes, and a gold-colored scroll wheel for smooth volume control.

Clad in black and gold, this smartphone is fueled by a 1.4GHz quad-core Qualcomm Snapdragon 410 processor, 2GB RAM, 16GB expandable internal storage, 4.7-inch 720p resolution screen, and 8MP rear and 2MP front snappers.

Fine tune your listening experience using the Marshall London's built-in equalizer app. You can also share the rock and roll passion with a hot date. The Marshall London comes with two 3.5mm stereo jacks, so you both get to listen to the same tunes at maximum experience.

Price: \$499



8500 Duo

5508 Duo

TOAST OF LUXURY

Prestigio Multiphone Series

CARE FOR A FINE TASTE OF LUXURY AND FUNCTIONALITY? EUROPEAN BRAND PRESTIGIO IS OUT TO LEAD THE TOAST IN PHILIPPINE SHORES, OUTING ITS LATEST LINE OF SMARTPHONES, THE MULTIPHONE SERIES.

Leading its royal pack is the Prestigio 5508 Duo (P13,899) that draws command via its 1.7GHz octa-core Mediatek MT6592 processor, 1GB RAM, and 16GB storage space. Following its footsteps is the 5-inch Prestigio 8500 Duo (P9,699) powered by a 1.2GHz quad-core Cortex-A7 processor, 1GB RAM, and 8GB of internal storage.

Duke of the multimedia realm, the 5550 Duo phablet (P8,999) will certainly not miss the party. It sports a 5.5-inch screen, 1.3GHz quad-core MediaTek MTK6582 processor, and 13MP rear and 2MP front cameras. Also joining the toast with LTE prowess is the Prestigio 5454 Duo (P8,799), which comes bolstered with a 1.2GHz quad-core processor, a 4.5-inch screen, 1GB RAM, and 8GB of built-in storage.

Also in attendance are entry-level squad champions, the Prestigio 3450 Duo (P5,699) and 3502 Duo (P6,199), each equipped with a 1.3GHz processor, 512MB RAM, and 4GB memory capacity. The 3450 Duo comes with a 4.5-inch screen, while the 3502 Duo sports a larger 5-inch display.

Words: ANTONIO JOSE GALAURAN



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REEF CITYWALK 2 EASTWOOD;
G FORCE, SPORTMART DUTYFREE, T3 FASHIONRACK and HOTFLOPZ AYALA CEBU;
SELECTED CINDERELLA, LANDMARK, OLYMPIC VILLAGE, ROYAL SPORTING HOUSE and RUSTAN'S.



Silent assassin **ONEPLUS 2**

OnePlus 2 has been touted as the “2016 Flagship Killer.” Big words? It may not be kidding, brothers.

China brands are certainly on the roll these days, and the OnePlus 2 may just be at the heart of its innovation.

The OnePlus 2 is a beast on the loose sporting 4G LTE connectivity, a Qualcomm MSM8994 Snapdragon 810 octa-core processor, Oxygen OS (patterned after Android Lollipop), and a 5.5-inch Full HD screen. Further boosting its killer instinct is its 4GB RAM for the 64GB variant, and 3GB RAM for the 16GB model.

The 13MP rear and 5MP front cameras provide a one-two combo to ensure fleeting moments don't escape its sight. This assassin also comes dressed in subtle angst, with swappable covers in Sandstone Black, Bamboo, Rosewood, Black Apricot, and Kevlar.

Price: \$329 (16GB); \$389 (32GB)



Moto X Play



Moto G 3rd Gen

BIG THREE

THE RECENTLY LENOVO-ACQUIRED MOTOROLA IS CERTAINLY ON THE MOVE, AND IT HAS COOKED UP WONDERS IN ITS LATEST TRIO RELEASE OF THE MOTO X STYLE, MOTO X PLAY, AND MOTO G.

The Moto X Style, the direct heir to the Motorola flagship throne, is packed with a 5.7-inch 1440 x 2560-pixel resolution screen with 520ppi, Android 5.1.1 Lollipop, a 1.8GHz hexa-core Qualcomm Snapdragon 808 processor, and 3GB RAM. It is available in 16/32/64GB variants. Scoop the latest events happening in your life via the whopping 21MP primary camera equipped with f/2.0 max aperture lens and 4K (30fps) video recording capability. This comes in tandem with a 5MP front snapper.

The midrange Moto X Play may not be as powerful as its stylish brother, but it promises to stay with you longer with a 3630mAh battery. The Moto X Play sports a 5.5-inch Full HD screen, 1.7GHz octa-core Qualcomm Snapdragon 615 processor, 2GB RAM, and 16 or 32GB built-in storage.

Lastly, the Moto G (3rd generation) is the phone for the fancy with its 10 different metallic accent colors for the panel housing and a water-resistant body. This budget phone comes with LTE connectivity, a 1.4GHz quad-core Cortex-A53 processor, and 1GB (8GB internal storage) or 2GB (16GB internal storage) RAM.

Words **ANTONIO JOSE GALAURAN**

Diving back in Time

Fifty years on, Oris updates its iconic Divers watch

Oris has dived back in time and is delighted to present the Oris Divers Sixty-Five a revival of an iconic divers watch that first appeared in the Oris collection 50 years ago.



Divers have long relied on accurate and robust wristwatches for keeping track of dive time and measuring decompression stops. Oris' 1965 diver's watch featured a chromium-plated brass case with a plexi-crystal, a bi-directional rotating bezel, and a versatile black plastic 'tropic design' strap. Most importantly, it was water-resistant to 10 bar/100m.

The new Oris Divers Sixty-Five shares the retro looks of the 1960s original, but it's been modernized using 21st century watchmaking techniques. The case is now a more contemporary 40mm in diameter, and it's made of anti-corrosive stainless steel. The vintage-inspired bubble-curved glass is made of scratch-resistant sapphire crystal and comes with anti-reflective coating on the inside to reduce glare and increase legibility underwater.

One significant update is the new watch's unidirectional rotating bezel, which has a black aluminium inlay with a 60-minute scale. The original's tritium-filled hands and indices have also been updated, and are now filled with "Light Old Radium" Super-LumiNova® that contrasts with the black dial and maximizes legibility.

The watch is water-resistant to 10bar/100m and has a screw-in stainless steel crown. Inside is the automatic Oris Calibre 733, which powers hour, minute and central second hands and a date function at 6 o'clock. The steel case back is engraved with the same historical Oris emblem as the 1965 original, and the watch's details are complemented by a black textile or rubber strap with a stainless steel buckle.



Product Features
Oris Divers Sixty-Five
Ref. No. 733 7707 4064, Ø 40.00mm

- Automatic movement Oris Cal. 733, based on Sellita SW200, with date at 6 o'clock
- Multi-piece stainless steel case and screw-in stainless steel crown. Water resistant to 10 bar/100m
- Diver's unidirectional revolving bezel with black aluminium inlay with 60-minute timer and zero marker filled with Super-LumiNova®
- Bubble-curved sapphire crystal domed on both sides and with anti-reflective coating inside
- Black, curved dial with printed Super-LumiNova® numerals and indices. Hour, minute and second nickel hands filled with Super-LumiNova®
- Black rubber strap with stainless steel buckle



To the square power GOPRO Hero4 Session

Size matters. That's why GoPro has gone smaller than ever. Now donning a cube shape, GoPro's latest action camera, the Hero4 Session is submersible up to 33m underwater even without a case. At only 1.5 inches, the Hero4 Session is half the size of a Hero4 Black, and records 1080p videos at up to 60fps, 1440p videos at 30fps, 720p at up to 100fps, and WVGA at 120fps. It comes with two frame mounts out of the box, a microSD slot, a microUSB port, and a built-in battery.

Price: P20,990

LEAPS AND BOUNDS

PANASONIC Lumix GX8

AFTER TWO YEARS, PANASONIC UPDATES ITS GX MIRRORLESS LINE WITH THE LUMIX GX8.

Jumping from the previous 16MP sensor to the GX8's 20MP CMOS sensor, this mirrorless camera is the first Micro Four Thirds to breach this resolution. The 487g magnesium alloy body still comes in the familiar retro, rangefinder-inspired design, housing a Venus Engine imaging processor, 3-inch articulated LCD, an EVF, a hot shoe, SD/SDHC/SDXC card slot, and microHDMI, mic, and USB 2.0 ports. This MILC has Wi-Fi and NFC connectivity, an ISO range of 200 to 25,600, and a max shutter speed of 1/16000 second.

Price: \$1,199.99 (body only)



MILLION ISO CLUB

Canon ME20F-SH

WE CAN'T REALLY TELL HOW MUCH YOU'LL BE NEEDING THIS FEATURE,

BUT IT'S PRETTY COOL TO KNOW THAT YOUR CAMERA CAN GO UP TO 4,000,000

ISO. Yes, that's a million times four. This full-frame video camera doesn't just have a high ISO level. It also has a steep price tag of \$30,000 for the body only. But let's talk specs: CMOS

sensor, 19µm pixel size, EF mount, 1080p video recording capability, 2.5 and 3.5mm stereo mic jacks, 8-pin RS-422 and GENLOCK ports, microSD slot, and 3G/HD-SDI and HDMI output.

Words ARITHA ZEL ZALAMEA

FILMMAKER'S WEAPON

Panasonic AG-DVX200 4K Handheld Camcorder

Words **ANTONIO JOSE GALAURAN**

WHILE EVERY AUDIO-VIDEO PRODUCTION DEMANDS VARIED EXECUTIONS, VIDEOGRAPHERS AND FILMMAKERS ON THE HUNT FOR A CONSTANT PERFORMING MULTIMEDIA RECORDER CAN COUNT ON THE PANASONIC AG-DVX200 4K HANDHELD CAMCORDER TO MORPH IDEAS INTO SUPERB MOVING IMAGES.

The DVX200's recording quality is top-notch, thanks to its Micro Four Thirds large-format MOS sensor and wide 12-stop dynamic range sporting Panasonic's V-Log L gamma curve. These specs help give photos a filmic tonality and colorimetry, natural skin tones, and artistic grayscale tones at par with Panasonic's groundbreaking Varicam 35.

Tough but stylish, the DVX200 is dressed in a rugged, woven carbon fiber-like finish, while the recording section is distinctively styled with crimson shading.

Shoot that high-speed action film you've long been dreaming of or that ultra slow-mo experimental video with this recorder's high framerate: up to 25fps in 4K (4096 × 2160), 60fps in UHD (3840 × 2160), and up to 120fps in FHD.

Fitted into the DVX200 is the newly developed Leica Dicomar 4K f/2.8 to f/4.5 lens that produces rich depth-of-fields and high-quality images even in low light. Meanwhile, a five-axis Hybrid Image Stabilizer and 4x correction-area Image Stabilizer rids you off unwanted shakiness from videos.

Bogged down by having to constantly change lenses during a shoot? The DVX200 comes with three lens rings for zoom, focus, and iris adjustments. This gives you total control over your shots while assimilating the powers of multiple lenses in one.

A rear-positioned battery lets you shoot with minimal interference, while a solid center-of-gravity balance gives you flexibility and stability when shooting handheld or on stabilizers.

Avoid the trouble of file loss or a drained memory thanks to this device's dual SD card slots. The feature allows you to swap recording from a full memory card to an empty one, or record on two cards simultaneously. You can also back up files real time while recording. The DVX200 comes with a 3G HD-SDI output for HD video and an HDMI 2.0 connector for 4K outputs.

Impressive. Most impressive. MB&F Music Machine 3

It looks straight out of the Star Wars universe, but the Music Machine 3 is not Darth Vader's starfighter. It is an audio equipment that plays extracts from themes of six movies: *Mission Impossible* (1960), *James Bond* (1962), *The Godfather* (1972), *Merry Christmas*, *Mr. Lawrence* (1983), *The Persuaders* (1971), and of course, *Star Wars* (1977). Commemorating MB&F's 10th anniversary, the Music Machine 3 is inspired by the TIE Fighter seen in the *Star Wars* franchise. Partly made of metal, it looks awesome and makes you feel like you're in your favorite sci-fi film. It sits on a resonant amplifying base made of dense 350-year-old spruce wood by guitar maker JMC Lutherie to ensure that sound transmission is fit for a Sith Lord. Only 99 units are available, equally divided into white, black, and chrome finish variants.

Price: \$18,000



WHOLE NEW WORLD

APPLE iPod touch

NO, THE IPOD ISN'T DEAD. AND APPLE IS PULLING YOU BACK IN WITH THE LATEST ITERATION OF THE IPOD TOUCH. The 6th-generation model runs on iOS 8, giving you access to all the goodies on the App Store. It also sports a 4-inch 326ppi Retina display, a 64-bit A8 chip, a front-facing HD FaceTime camera, and an 8MP rear shooter. You can describe it as an iPhone without the phone feature or an iPad with a small screen. But who cares? With Wi-Fi connectivity, you're all set to do as you please online, take pictures, and listen to your music. **Price: \$199 (16GB); \$249 (32GB); \$299 (64GB); \$399 (128GB)**



BRAVE THE BLUE WATERS

BRAVEN BRV-PRO

THIS HANDSOMELY RUGGED SPEAKER WITH AN IPX7 WATER-RESISTANT RATING IS READY TO HIT THE GREAT OUTDOORS WITH YOU. Aside from blasting 15 hours' worth of music to set the stage for your adventures with its built-in 2200mAh battery, the Braven BRV-PRO Bluetooth speaker can charge your mobile devices via USB. Its stackable design lets you attach accessories such as a solar charging panel, a rechargeable 3800mAh battery pack for up to 40 hours of playback, GoPro-compatible mounts, and more BRV-PRO units. **Price: P6,750**

Words ARITHA ZEL ZALAMEA

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AVH-X8750BT



TS-A1685S



DEH-X3750UI

AVH-X8750BT

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Engage 60 Toe Sweep Wedge

Method Converge
S1-12 Putter

SMOOTH SWINGER

Nike Engage 60 Toe Sweep Wedge
and **Method Converge S1-12 Putter**

GAME DAY ON THE BIG 18? TAKE OUT THE COMPETITION WITH NIKE'S GOLF CLUBS TO GET THE BEST HANDICAP ON THE MATCH. Own the deep grass and swipe the ball with the Engage 60 Toe Sweep Wedge's (\$120) wide toe and narrow heel width that produce maximum impact. Once you're back on the green, get smacking with the Method Converge S1-12 Putter (\$170). Its RZN layer in 304 stainless steel should give you both the birdie and bragging rights as you bag the win.



4-STEP FORCE

Sony Smart-B Trainer

IT'S ALWAYS GOOD TO MAKE YOURSELF READY FOR AN OUTDOOR RUN. Use your energy wisely and get the most out of your workout by picking up a Sony Smart-B Trainer. Plan your workout with the customizable basic training menu. It records your running logs and keeps you upbeat with 16GB of internal memory ready for music and voice guidance. Review with 11 types of logs on a graphical display as you plan your next session on the road or at home.
Price: P12,999

Words JOHN SOSMEÑA



GPS

BIG DISPLAY
EASY TO USE
BUILT FOR THE LONG RUN



CQAG0101



CQAG0102



CQAG0103



CQAG0104

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Bedside buddy **LUZI SMART LAMP**

Too tired to get out of bed? Behold the Luzi Smart Lamp, the device that wants to be your ultimate bedside companion, so you never have to leave the comforts of your soft pillow and ruffled bed sheets.

This lamp comes with a programmable touch LCD that lights up and tells you the time via a customizable watch face. With four USB ports and wireless charging capability, the Smart Lamp can also power up your mobile devices. It even has a special dock for Apple Watch.

For some cozy lighting, the Smart Lamp changes colors in full RGB and temperature tones from warm orange to white daylight. Pair these lights with the lamp's Bluetooth speaker and you're bound to add spice to your dreary Saturday afternoon. Try its built-in microphone for voice commands when you're totally lazy to even budge.
Price: \$399



WASHER IN A BOTTLE

Haier AQUA "Coton" Handy Washer

Arriving early to a date, you decide to grab some coffee to bide away time. But the unexpected occurs: you spill coffee on your neatly ironed garb. Drat!

Enter the Haier AQUA "Coton" Handy Washer, specially built to solve your clothing stain woes. At only 7oz and about the size of a water bottle, this portable washer with a nozzle promises to remove unwanted stains from your clothes by applying liquid detergent and water. Now you can stop worrying and start preparing your charming moves.

Price: ¥10,800



LAIDBACK GRILLIN' Char-Broil Deluxe Digital Electric Smoker

Want some homemade *ihaw-ihaw* for dinner but smoke-grilling seems too tedious? The Char-Broil Deluxe Digital Electric Smoker could be the kitchen gadget for you.

You can cook several cuts of meat simultaneously on four chrome-plated wire grates. It also comes with a large smoker box that can hold four cups of wood chips (or charcoal).

Customize cooking temperature and time via the remote control. Or monitor your meat through the removable thermometer. Once your meal is up, digital controls will alert you. A side access grease tray awaits you when you're ready to clean up.
Price: \$299.99

High-luxury truck TOYOTA HILUX

Sporting a wide stance and the signature Toyota front fascia look, the all-new 8th-generation Hilux claims to be even tougher than its predecessor, but without sacrificing comfort, safety, and convenience.

Up front is a three-bar chrome grill paired with curved headlights. High-spec models get LED daytime running lights along with circular foglamps. Viewed from the side, the Hilux looks macho with muscular contours and flared wheel arches.

Under the hood, the 2015 Hilux features the new GD series of turbo diesels. The 2GD-FTV 2.4-liter turbocharged inline-four powers the 4x2 models, while the 1GD-FTV 2.8-liter turbocharged inline-four powers the 4x4 models. Both engines can be mated to either a 6-speed sequential automatic or 6-speed manual gearbox. The 4x4 G MT model comes with an intelligent Manual Transmission system (iMT) that

automatically matches engine speed to transmission speed.

What makes the Hilux stand out from the rest of the pickups on the market now is that it comes equipped with a standard rear locking differential straight out of the showroom. Activating it is convenient, too. With a simple push of a button, both rear wheels of the Hilux will "lock" to the same rotational speed regardless of the traction (or lack thereof) available to either wheel individually.

The G models are equipped with a 6.5-inch touchscreen display, six speakers, and steering wheel audio control. Safety features present in all models include anti-lock brakes (ABS) with EBD. The 4x4 G AT gets Vehicle Stability Control with Active Traction Control, Hill Start Assist, and seven airbags.



The new Hilux is available in a staggering array of configurations:

2.8 4x4 G AT
P1,685,000
2.8 4x4 G MT
P1,555,000
2.4 4x2 G AT
P1,283,000
2.4 4x2 G MT
P1,208,000
2.4 4x2 E MT
P1,033,000
2.4 4x2 J MT
P929,000
2.4 4x2 Cab & Chassis MT
P776,000

FASHIONABLY COMPACT

Suzuki Celerio

ESSENTIALLY BIGGER THAN THE MODEL THAT IT REPLACES, THE ALL-NEW SUZUKI CELERIO FEATURES A LONGER BODY AND WHEELBASE, A WIDER FRONT AND REAR TREAD, AND A BIGGER HEADROOM. It also offers a bigger space and luggage capacity than its predecessor.

The newest variant of the Celerio will be available locally in manual transmission and Continuous Variable Transmission (CVT) which will be priced at P507,000 and P542,000, respectively.



The new Celerio sports the same K10B three-cylinder engine as the previous model, producing a maximum output of 67hp @ 6,000rpm and 90Nm @ 3,500rpm.



Ravishing roadster Mazda MX-5

The all-new MX-5's KODO-inspired lines seem to be in motion even when the car is at a standstill. Now, imagine what it'll be like when you hop in this two-seater and drive down the highway with the top down.

The new MX-5 features angular LED headlights, an aggressive bumper, flowing lines, circular taillights, dual exhaust pipes, and prominent wheel arches finished off with 17-inch aluminum alloy wheels.

Inside, the roadster is fitted with a two-tone interior theme with aluminum trims. Round aircon vents, a three-spoke steering

wheel with audio-mounted controls, and Mazda's MZD Connect in-car connectivity system help give you a cool, connected, and comfortable drive.

The MX-5 is powered by a 2.0-liter SkyActiv gasoline engine rated at 158hp and 200Nm, and mated to either a six-speed manual or six-speed automatic transmission.

The 2.0L SkyActiv MT can be had for P1,680,000, while the 2.0L SkyActiv AT is priced at P1,860,000. If you want a Soul Red paint job, fork over an additional P16,800.

ROCK & ROLLS-ROYCE

Rolls-Royce Wraith

AS A TRIBUTE TO ITS ROCK 'N' ROLL YEARS, ROLLS-ROYCE CREATED A SPECIAL WRAITH EDITION INSPIRED BY THE MANUFACTURER'S ASSOCIATION WITH MUSIC.

Based on the Wraith fastback, the Inspired by Music edition has a dark Lyrical Copper paintjob on the outside, and both brushed and polished copper trim throughout the interior. It's built around a Bespoke Audio system with an 18-channel 1300W system comprised of two bass speakers, seven tweeters, seven mid-range speakers, and two "exciter" speakers.

Mechanically, the Wraith Inspired by Music remains unchanged, with its 6.6-liter, twin-turbocharged V12 engine with 624hp and 800Nm of torque.



Words KATRINA RIVIERE-DIGA





Beaut of a beast LAND ROVER Discovery Sport

You don't need to know anything about off-roading to appreciate the new Land Rover Discovery Sport. Just sit, drive, and enjoy.

The new Discovery Sport comes with a suite of Land Rover innovations, including the next-gen multi-link rear axle that enhances the vehicle's driving dynamics and provides ample and flexible cabin space behind the second-row seats. Its fully adjustable 5+2 seating layout can be configured to seat up to 7 passengers in a cabin smaller than their traditional 5-seater.

The Discovery Sport also comes with advanced pedestrian airbag technology, an all-new touchscreen infotainment system, and state-of-the-art high-strength steel and lightweight aluminum bodyshell. Forgot to charge your phone, secondary phone, and tablet at home? All rows of this SUV can be fitted with USB charging sockets and 12V power points so you can charge them all while on the go.

You can switch between two- and four-wheel-drive on the fly via the Active Driveline feature, while the Terrain Response system allows you to tailor the vehicle's responses so you can drive on any terrain—grass/gravel/snow, mud and ruts, or sand—with nary a hitch.

The Discovery Sport is available in 2.0-liter gasoline and 2.2-liter turbodiesel mills. The top-of-the-line variant is powered by a 2.2-liter DOHC turbocharged engine that delivers 187hp and maximum torque of 420Nm. The engine is mated to either a 9-speed automatic or 6-speed manual transmission. It also gets points from Mother Nature, with carbon dioxide emissions of just 119g/km.

The price of this beaut of a beast starts at P5.3M.



URBAN MINI CROSSOVER Peugeot 2008

HATCHBACK DRIVING MEETS SUV PRACTICALITY WITH THE PEUGEOT 2008, FEATURING A HIGH DRIVING POSITION AND A RELATIVELY SPACIOUS CABIN.

Seen up front is the French brand's current design language: floating grille, sculpted hood, and interestingly designed headlamps. The mini crossover comes with flared wheel arches, a defined beltline, contoured tailgate, and a roof-mounted spoiler.

Inside, you'll find Peugeot's driver-oriented i-Cockpit cabin featuring raised instrument dials and a high center console that comes with a touchscreen infotainment system.

Powering the 2008 is a 1.6-liter gasoline engine that delivers 120hp and 160Nm. Available in Artense Grey, Bianca White, Cumulus Grey, Dakota Brown, Nera Black, and Virtual Blue, the Peugeot 2008 has an introductory price of P1,390,000.



Neo-retro YAMAHA XSR700

There's a neo-retro craze taking over the motorcycle world, and Yamaha is in on it. Its entry to the frenzy? The XSR700, a two-wheeled machine that pays homage to the iconic XS650 from the '70s.

The vintage effect is provided by an old-school headlight, aluminum gas tank, two-texture leather seat, and scrambler-style handlebars.

The retro-ness ends there, however, as the bike is powered by the latest Yamaha technology with a 700cc inline 2-cylinder engine complemented by a 270-degree crank and a lightweight chassis. A lone round gauge packs a massive amount of information into a tiny LCD.

The bike, available in Forrest Green and Garage Metal will be showcased in European showrooms in November. No word when or if it'll reach Philippine shores.

SUPER SUPREME

Honda 2nd-Gen TMX Supremo

DUBBED AS A PREMIUM TRICYCLE WORKHORSE, HONDA PHILIPPINES, INC.'S 2nd-GENERATION TMX SUPREMO IS ROAD- AND LOAD-READY WITH ITS 150CC ENGINE—A FUEL-EFFICIENT POWER PLANT USED BY HONDA GLOBALLY—PAIRED WITH A 5-SPEED TRANSMISSION.

Some of the new motorcycle's features include an electric starter; easy-to-operate choke control at the handle bar; illuminated meter panel with gear and RPM indicator for easy shifting; secured key shutter; integrated handle bar lock; and passing light.



The updated model also comes with a newly designed fuel tank, a new dual flat seat, and a durable and easy-to-install side-car attachment.

Price: P69,990

Words KATRINA RIVERE-DIGA



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Ode to technology

AUDIO-TECHNICA ATH-MSR7

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WHAT WE TESTED THIS MONTH

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PRODUCT TEST NO.
1683

Frill-less thriller

LENOVO A7000

● Review by ANTONIO JOSE GALAURAN

THE NUMBERS

Display

5.5-inch 720 x 1280 267ppi
IPS capacitive

OS

Android 5.0
Lollipop

CPU

1.5GHz octa-core
Cortex-A53

Memory

8GB internal,
microSD up to
32GB, 2GB RAM

Camera

8MP rear,
autofocus, LED
flash, 5MP front

Connectivity

4G LTE, Wi-Fi
802.11 b/g/n,
Bluetooth 4.0,
GPS, A-GPS,
microUSB 2.0

Price

P7,390



DIMENSIONS
152.6 x 76.2 x
8mm, 140g

Lenovo packs heavy specs into its midrange octa-core, the A7000. We put to test whether its actual performance power indeed matches the numbers.

○ The A7000 is the first phone to incorporate Dolby Atmos technology, an equalizer app that improves sound quality. When you play around with the app, you'll notice the sound details becoming clearer—the background drums suddenly thundering in and your favorite guitar solos tickling your ears. It definitely added volume, clarity, and surround sound.

○ The camera is one downside of the A7000. It has an approximate half-second lag after the shutter release. Under decent lighting, image quality is okay; photos show great depth-of-field for close-ups, but are a downer in terms of white balance. Indoor shots are poor; you'll have to use the built-in flash or make do with grainy images.

SPEED SAYS

Aside from being an economical octa-core midrange packed with decent specs, the Lenovo A7000's remarkable display and enhanced sound features are its main selling points. Before drilling a hole into your pocket, seriously consider if the camera and simplistic design suit your taste and lifestyle.

○ The Lenovo A7000 sports a simplistic build with a flat matte back finish, plastic material, and edges sans sexy curves. Still, the device feels solid, light, and easy to play around with even with one hand.

○ The device handles multiple apps running simultaneously. However, there's a bit of lag when launching some programs.

○ The A7000's navigation key does not light up—not good when using the phone in a dark room. You'll have to master the keys to work your way out.

○ I would advise customizing the phone's theme or interface. Some of the default themes feel too fancy and colorful, something that might not appeal to all users. But once you find the right mix that charms you, you'll see that the A7000's display is remarkable and sharp.

GEEK METER



PRODUCT TEST NO.
1684

Digital watch with tricks

THE NUMBERS

Display

1.25" color e-paper with LED backlight

OS

Pebble 3.0

Compatibility

iPhone 4S and above running iOS 8; Android 4.0 and above

Connectivity

Bluetooth, proprietary USB

Others

Water-resistant up to 30m

Price

\$199



DIMENSIONS

Case: 40.5 x 37.5 x 9.5mm | Band: 22m wide | 42.5g

PEBBLE Time

● Review by GADJO CARDENAS SEVILLA

The grandfather of the wearable and smartwatch niche is back, and now features an improved 7-day battery life, a new color e-paper screen, and a revised timeline-based OS. Can the new Pebble Time be relevant in the age of the Apple Watch and Android Wear?

The onboard accelerometer and pedometer sensors make tracking steps, activity, and sleep with Misfit and Jawbone apps possible. The Pebble Time also has a microphone, so you can dictate messages or responses. The microphone and the speech-to-text function are fairly accurate, but not being able to invoke Siri (on iOS) or Google Now (on Android) via the mic is a heck of a missed opportunity for Pebble.

By far the biggest feature of the Pebble Time is that it can last over five days between charges. The battery is charged via a magnetic dongle (not the most efficient model as it's easy to lose and is non-standard).

The Pebble Time is no longer app-based. Unlike the competition, which requires you to hunt down an app, The Pebble Time organizes things into moments, so a calendar reminder will pop up on your timeline and you can scan time back and forth to see what you may have missed or what's coming up. If you're following a sports team and have the ESPN app installed, you'll see the final score on your watch as soon as the game is officially over.

The big feature of the Pebble Time is the always-on color e-paper screen. While this sounds exciting, the display is more similar to that of a Game Boy Color. Color doesn't really figure into the user experience except for the native applications, as many third-party watch faces still look better in black and white.

With a curved metal bezel, Gorilla Glass display, and plastic case, the Pebble Time looks playful and durable but does look like a budget smartwatch, especially when placed side by side the Samsung Gear, various Android Wear watches, and the Apple Watch.

Physical buttons are a bit hard to press, and not being able to interact with the display directly seems counterintuitive for a 2015 smart device, but well, that's the Pebble Way. That said, anyone can figure out how to use the Pebble Time in a matter of minutes, and it's smart enough a solution that you don't have to constantly fiddle with settings.

Straps and bands are easy to remove and replace, which is convenient. The rubber straps that ship with the Pebble Time look and feel cheap, so a leather strap update is definitely worth considering.

SPEED SAYS

The Pebble Time offers a lot of benefits, the biggest being the lower price as well as cross-platform Android and iOS functionality. This is worth considering if you simply want a health tracker that can handle notifications and doesn't need to be charged on a nightly basis. While I feel this is a great update over the original Pebble and Pebble Steel, we now have such compelling, functional, and better-designed options that it is easy to overlook the Pebble Time as an also-ran.

GEEK METER



PRODUCT TEST NO.
1685

Bombasstic

MB QUART QUB Three

THE NUMBERS

● Review by ANTONIO JOSE GALAURAN

DriversDual 40mm
neodymium**Chipset**CSR BT4.0
with 6W (3.7V)
amplifier**Range**

65ft (20m)

MicBuilt-in noise
canceling**Dimensions**60 x 165 x 67mm,
380g**Price**

P7,000

Joining the fray of modern portable Bluetooth speakers is the MB Quart QUB Three. This speaker packs the power of a complete audio system in a tiny, portable form factor.

The QUB Three can easily fill a big room with music, spreading audio love without compromising quality. In fact, the bass gets better as volume increases. I tested the speaker at home and it blasted

audio at loud volume, extending beyond two to three rooms (and could have possibly disturbed our next-door neighbor).

The deep and rich heart-pumping bass could just as well be the best feature of the QUB Three and could hook EDM and reggae lovers to a trance. While the acoustic guitar tunes don't sound as edgy, the QUB Three still delivers all-around audio ecstasy.

With 10 hours of battery life at full charge, the QUB Three is a great gadget that can last through a regular bash's length. During my testing, I did not experience connectivity problems within an approximate 10-meter radius.

The QUB Three is a great portable speaker to pack along for outdoor activities with friends. It could also double (or even replace) your complicated audio system during a house party.



SPEED SAYS

If your playlist is filled with pounding bass beats, then dropping some cash for the MB Quart QUB Three would definitely be worth it. Its compact size delivers an unlikely rich audio quality, deep bass, and loud volume that will sweep you off your feet (and get you dancing on every makeshift dancefloor).

GEEK METER



Poised decency

PRESTIGIO Multiphone 3450 Duo

PRODUCT TEST NO.
1686

THE NUMBERS

● Review by JOHN SOSMEÑA

Display4.5-inch 480 x 854
218ppi 24-bit IPS
OS

Android 4.4 KitKat

CPU1.30GHz quad-
core MediaTek
MT6582M**Memory**4GB internal
storage, microSD
up to 32GB,
512MB RAM**Camera**8MP rear, 0.3MP
front**Connectivity**Wi-Fi
(802.11b/g/n),
Bluetooth 4.0,
A-GPS, microUSB
2.0**Price**

P5,699

"It was okay" was the first thing I said when I finally turned the power down after using Prestigio's Multiphone 3450 Duo.

A decent phone with decent specs, it does all the work you would expect from your smartphone, but in this tech-savvy market, Prestigio

is going to have to step up its game to stand toe-to-toe with other brands that have become household names.

The Multiphone 3450 Duo feels durable and sturdy, and the rounded edges are nice to the touch. I don't mind being seen holding this phone. It looks classy, I'll give it that.

The display quality, however, is so-so. Streaming 240-480p videos is generally acceptable, but at 720p upwards, inconsistencies become visible.

512MB of RAM is not a lot. In a fast world, that might just last you a few decent apps, and fewer heavier ones, with the phone obviously having a hard time running more than two apps at a time.

The rear camera is pretty decent outdoors where light is abundant, but I'd rather not use it indoors. Selfies using the front-facing shooter are painful to look at as well.



SPEED SAYS

At P5,699, the Prestigio Multiphone 3450 Duo has a higher-than-average price for the specs and performance. It's an okay phone that can execute your basic smartphone tasks.

GEEK METER





VELOCI



VOYAGER
Collection

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SM DEPARTMENT STORE • ROBINSONS DEPARTMENT STORE • L TIMESTUDIO

PRODUCT TEST NO.
1687

Ode to technology

AUDIO-TECHNICA ATH-MSR7

● Review by ARITHA ZEL ZALAMEA

THE NUMBERS

Frequency range

5-40,000Hz

Output

100db/mW

Input

2,000mW

Impedance

35ohm

Price

P13,799



WEIGHT
290g

HRA or hi-res audio is the future of digital music—or so they say. If you're buying new headphones now, then it makes sense to go for a pair with a wide frequency range to support any possible upgrades, doesn't it? Audio-Technica is already a household name for quality audio listening devices. With the ATH-MSR7, the brand hopes to strengthen that foothold and grab HRA-hungry audiophiles by their ears.

○ The headband has a soft cushion, but I wish this to be a bit firmer because the headphones are quite heavy and could weigh down on the head after a while.

○ Rich details are well-reproduced. Powerful voices turn the inside of the head into a concert arena or a cathedral. From the tricky string riffs to the delicate nuances of wind instruments, virtually nothing escapes the ATH-MSR7, and so you're better off going for lossless audio formats—mp3s with low bit rates just won't cut it anymore. You would also hear aberrations in recordings and voice quality, which may be pleasant or off-putting depending on your preference.

○ The ATH-MSR7 looks elegant, stylish, and masculine. It is a stud of a device—a cultured and refined one at that.

○ I have a personal bias toward around-ear headphones, and so I am very happy with the comfortable fit and cushioning of the ATH-MSR7. It also helps that these use soft memory-form pads.

○ One of the thoughtful features of the ATH-MSR7 is the connectivity options that it offers. You get three types of detachable cables out of the box: 1.2m, 1.2m with smartphone controller and mic, and 3m. For use with portable digital audio players, the 1.2m variant provides just enough room for movement. The 3m cable would be great for plugging the headphones into your home theater or turntable system.

○ The ATH-MSR7 handles hi-res audio well. Sound quality is superb whether I'm listening on an Ibasso HRA player or the dependable Apple iPod classic. But that doesn't mean the ATH-MSR7 is the be-all and end-all of an audio setup. It still benefits from a third-party amp, which might also highlight what the headphones can really do.

SPEED SAYS

Detail, detail, detail. That's what you'll get with the Audio-Technica ATH-MSR7 on your ears. This is the way to get started with your personal HRA setup and start appreciating the fine details—beautiful and ugly—of an audio recording.

GEEK METER



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PRODUCT TEST NO.
1688

Party to the people

BEATS Solo2 Wireless

THE NUMBERS

● Review by ARITHA ZEL ZALAMEA

Type
On-ear
Connectivity
Bluetooth,
microUSB,
3.5mm
Weight
205g
Price
P18,500

Compared with the first-generation Solo, the Solo2 Wireless does a better job of keeping sound quality.



As a Bluetooth unit, it retains pretty much the same level of performance even when you remove the wire, and the connection

remains strong through a closed door several feet away. With the controls on the back of the cups, it is convenient to go wireless.

These lightweight headphones look undoubtedly fashionable, and the cherry red color on my glossy review unit appears every bit as appetizing as a real cherry. The cushion on the on-ear cups is comfortable, but the tightness of the headband hurts my ears just after a few minutes of wearing the device.

The Solo2 Wireless does pop and dance tunes justice. Once you go softer and more refined, you'd notice where these headphones fall short: amplifying the emotion-filled intricacies between major notes in complex tracks.

Regardless of song choice, however, you're better off ignoring the details and just going for the overall experience of listening to loud and clear music. The Solo2 Wireless blasts strongly at full volume. I imagine it to cater to the hyperactive partying crowd more than nitpicking audiophiles. The latter might be happier looking elsewhere for music appreciation.

SPEED SAYS

Being a Beats product, the Solo2 Wireless delivers a loud bass, albeit showing signs of cracks. Hefty price tag aside, it is a good pair of headphones and is sufficient for everyday listening through music streaming apps or MP3 players. However, it cannot handle hi-res audio well.

GEEK METER



Xtra storage

SANDISK iXpand

PRODUCT TEST NO.
1689

THE NUMBERS

● Review by PAT CALICA

Capacity
16/32(reviewed)
/64/128GB
Connectors
USB 2.0, Apple
Lightning
Compatibility
iPhones & iPads
with Lightning
ports and iOS 7.1
or higher
Dimensions
64.17 x 36.78 x
11.8mm
Price
P5,500 (32GB)

Sleek and minimalist, the iDevice-compatible SanDisk iXpand easily slips in the pockets of bags or pants. The silver-black combination looks professional and fits well in an ecosystem of metallic-finish gadgets.

The Lightning plug is fitted in a short, flexible rubber stalk that tucks into the front of the iXpand's flat rectangular body, pointing toward the same direction as

the USB end. This design however posed some issues. One, I was worried that the rubber might detach from the body if I accidentally pull too hard. Also, the iXpand was awkwardly suspended at the bottom of

my iPhone, which made navigating on the phone slightly difficult.

The accompanying iXpand Sync app is easy to install and use. From accessing the files in the drive to moving around files from one device to another, the app is an efficient file manager for the iXpand. Other useful features are the camera sync, built-in music and video player, and file encryption. The speed of transferring files is also fast enough for the USB 2.0 port.

What had me scratching my head was the built-in battery. The iXpand won't consume power from the phone, but charging from time to time is necessary or else the portable storage device won't work.

SPEED SAYS

The SanDisk iXpand does well in most aspects—fast transfer speeds, useful and feature-packed iOS app, and added security. Quirks such as the internal battery and overall design appeal to matters of preference. Something to also consider is the iXpand's higher price tag compared with the competition's.

GEEK METER



PRODUCT TEST NO.
1690

Stride guardian

BROOKS Adrenaline GTS 15

THE NUMBERS

● Review by ANTONIO JOSE GALAURAN

Key tech
BioMoGo DNA
Midsole drop
12mm
Surface
Road racing
Arch
Flat, Medium
Pronation
Moderate
Shoe Type
Support
Weight
312g
Price
P6,995

Don't judge a shoe by its color. If you think that Brooks' bright, bold, and colorful Adrenaline GTS 15 is all about being fancy and not much else, you're wrong.

The first thing I noticed when I slipped on the GTS 15 was the cold air breezing through the thin mesh upper. This mesh material promises to manage moisture by helping your feet stay cool and dry. It did exactly that when I went out for a run.

The GTS 15 features a 12mm midsole, which some may feel to be a bit too high. I personally find it just right, and with the help of Brooks' BioMoGo DNA midsole cushioning technology, the shoe is able to provide just enough cushioning and bounce to every stride. The adaptive cushioning also works its magic when I run at high speeds, adding spring to my step.

The Adrenaline GTS 15 feels solid and provides a secure and comfortable fit. Stability, control, and traction are also good, so you can run on slippery roads and light trails with ease.

My semi-flat heel makes it difficult for me to find a shoe with a decent arch support. With the GTS 15, however, my feet are well-supported and properly cushioned, allowing me to enjoy a solid and smooth running experience.



SPEED SAYS

Superior and stable cushioning. Adaptive midsole and pronation support. A trendy look. If your shoe preference matches the above-mentioned qualities, this shoe is for you. The Brooks Adrenaline GTS 15 certainly has the makings of a great support-type shoe that comfortably locks the foot.

GEEK METER

PRODUCT TEST NO.
1691

Blinker buddy

ASICS AR08 Night Run

THE NUMBERS

● Review by JOHN SOSMEÑA

Features
Chronograph (150 lap/split memory), double repeat timer, alarm (3ch. daily), blinking back light (night mode long press), 30 min. intervals
Display
Acrylic glass
Movement
Analog quartz
Battery
Button cell, approx. 2 years
Water resistance
5bar
Price
P3,950

I'm a night runner. It's usually after office hours when I find myself doing my jogging route at the UP Academic Oval, and the Asics AR08 Night Run is my new best friend.

It's light, comfortable, and lets oncoming traffic and bikers know that I'm there for better safety. It is even an interesting conversation piece with fellow joggers.

The AR08's night mode, which turns on the device's LED light, is the most enjoyable feature. With other sports watches, you'd need to raise both arms and click the back light button a few times to let people know your position. The AR08 promises that you don't have to worry about that for at least half an hour. With night mode on, the LED light blinks bright (but not blindingly so) at a decent pace. It is not distracting or irritating at all.

Another feature that joggers and runners will find useful is the double repeat timer. With it you can set two different intervals, and the alarm will ring off when it passes your set time.

This Asics watch is water-resistant, so I decided to take a shower while wearing the watch after a long night's jog. The watch still functioned well after that. I don't see the metal at the back showing any sign of rusting. And to be honest, I had some fun keeping the LED blinker on while the shower lights were off.



SPEED SAYS

A handy companion for your outdoor jogs or more aggressive adventures, the Asics AR08 Night Run provides stability, comfort, and safety. You'll hardly have to worry during your night runs, with the LED light keeping pedestrians and motorists aware of your presence and pace. The AR08 is A-class tech that doesn't burn a hole in your wallet.

GEEK METER



PRODUCT TEST NO.
1692

Move forward

BMW 2-Series Active Tourer

● Review by MIKE POTENCIANO

THE NUMBERS

Engine

1.5-liter BMW
Twin Power Turbo
inline 3-cylinder
DOHC

Transmission

6-speed
automatic, BMW
SDrive FWD

Power

136hp @ 4,400rpm

Torque

220Nm @

1,250rpm

Suspension

Single spring
strut assembly
front, multi-link
rear

Tires

205/60 R16

Brakes

Ventilated front
disc, rear disc

Price

P2,950,000



DIMENSIONS
4342 x 1800 x
1555mm, 1,320kg

A front-wheel drive multipurpose vehicle with a 3-cylinder engine? Who would've thought those specs could someday belong to a vehicle by BMW, a brand known for its sporty designs and rear-wheel drive cars?

But that time has finally come. The arrival of the BMW 2-Series Active Tourer, which was unveiled locally last April, marks the German automaker's entry into the compact MPV segment.

There are several variants of the 2-Series around the world, but for the Philippine market, it is offered solely as the 218i. We tested this 5-door MPV to see if it has the potential to become BMW's new star.

If you think the small 3-cylinder, 1.5L engine makes for a sluggish and boring drive, you're in for a surprise. The BMW-designed engine has a small built-in supercharger in the exhaust manifold to boost the engine's power to 136hp and 220Nm. Add an improved direct petrol injection system, dual VANOS camshaft timing system, and BMW's Fuel Efficient Dynamics, and you get an impressive engine.

As BMW's first front-wheel drive, the 2-Series did not disappoint. The suspension is soft to firm and will not upset your passengers. There is some limit on the rebound travel of the shocks and you can hear and feel it when you hit a pothole. The brakes are very strong and will give you confidence even when the car is fully loaded.

The turn-in has good grip at normal speeds. However, the typical front-wheel drive-induced understeer appears when it is driven hard. A shift to better tires might help solve the problem.

BMW claims that the Active Tourer can do about 5.3 liters/100km, and after our test, I can say this is highly achievable.

The rear looks great especially with the twin pipes, small rear windshield, rear spoiler, and tailgate. It wouldn't hurt though to update the look of the bottom apron, which looks rather plain to me.

BMW's signature look is very much evident in the 218i with its double kidney grille. The front nose is a bit low (which I love, by the way) and the hood is a bit stubbier. The Active Tourer looks very sporty when viewed from a squatting position. When you stand up, however, the tall roofline and big windshield give it away as a practical 5-door vehicle.

The transmission's shifting is seamless and has the right gear ratios to maximize the torque characteristics of the small engine. A Driving Experience Control button allows you to choose between Normal, Eco Pro, or Sport settings, which will adjust the engine and transmission settings accordingly.

SPEED SAYS

The BMW 2-Series Active Tourer is a very good compact people carrier. The 3-cylinder turbo engine is very fuel-efficient and has enough power to keep you entertained. It doesn't hurt that it also looks good and can draw a second look from fellow motorists and passersby.

GEEK METER



1 There's a huge 8.8" display for the iDrive functions, two analog gauges (speedometer and tachometer) right in front of the driver, and an adjustable steering wheel.

2 The side supports of the front seats are quite good. The rear seats are well-designed to fit three people comfortably.

3 The iDrive system is uncomplicated and should be easy to use once you familiarize yourself with it.

There are also multimedia and connectivity options to keep you entertained and your gadgets charged.

4 The headroom is quite good, and ingress/egress shouldn't be a problem. The rear seats can be folded flat to give you extra cargo space should you need it.



INTERIOR

PRODUCT TEST NO.
1693

Superb hatch

VOLKSWAGEN Golf GTI

● Review by MIKE POTENCIANO

THE NUMBERS

Engine

2.0-liter inline
4-cylinder
turbocharged
petrol with
intercooler

Transmission

6-speed
automatic DSG

Power

210hp @ 4,500rpm

Torque

350Nm @
1,500rpm

Suspension

Coil spring strut
assembly front
with lower arm
and stabilizer;
multi-link coil
spring rear with
stabilizer

Tires

225/40 R18

Brakes

Ventilated disc
front and rear

Safety

ABS, EBD, DSC

Price

P2,290,000



DIMENSIONS

4268 x 1799 x
1442mm, 1,400kg

When Volkswagen first decided to retire and replace their hugely popular Beetle, they decided that a small, front-wheel drive vehicle will be the best way to go.

The Volkswagen Golf was then born. VW has since stuck to its tried and true formula of putting together a strong engine, light body, and magnificent handling in the Golf GTI. Can the 7th-generation Golf GTI still hold the title as king of the hot hatches?

The 2.0-liter turbocharged engine produces figures that are unheard of in small hatchbacks and are the strength of the GTI. The small chassis makes a very good 6.36kg per horsepower, but is really all about the torque. You can feel the grunt of the engine as soon as you step on the pedal. The power continues all the way to its low 6,000 redline.

The gearbox deserves a lot of praise. It is a dual clutch version and assures seamless shifting plus instant power application to the wheels. The best thing about the DSG automatic is it behaves like a manual transmission. It also has a higher final gear ratio when you are on sport mode. There is a humming sound from the gearbox when the car starts but this goes away as soon as the transmission oil circulates and the temperature goes up.



The ride is firm but very compliant and not teeth-chattering. This is quite an achievement, especially with the very low profile. The brakes are superb and did not give any problems during my test drive.

You don't have to rev this engine to feel the G-force, but once you accustom yourself to the normal power delivery, you can switch to the sport mode and then things really get busy. The engine revs harder before it shifts up and has a program to simulate heel and toe action before it downshifts.

Being lower than most hatches, and having 18-inch tires, electronic stability control, and adaptive chassis control, the Golf GTI handles excellently and can make ordinary drivers feel like seasoned racers. The ESC has traction control and intervenes with engine and transmission management, so the car is very stable in high performance driving.

SPEED SAYS

The Volkswagen Golf GTI is really a driver's dream, with its size, power, and handling all tuned for high-performance driving. It even has good enough fuel mileage if you drive it sensibly. I have not driven a car within the same price range and engine power that excites me as much as the Golf GTI.

GEEK METER



1 The dashboard design suits the more mature generation. The interior is very inviting and has a simplicity that is now lost in more modern interiors. The analog dials for the water temperature and fuel level add a nice touch. Real-time fuel consumption reading is also present.

2 The star of the show is the center display with the infotainment controls. The sides of the display have the quick access buttons for the radio, audio, media, and car settings.

This is much easier to control than most systems.

3 The cabin doesn't make you feel cramped. The Golf GTI gives the driver a good field of view and in turn, makes the interior feel bigger. The headroom is also okay, and seat height can be adjusted. Back seats can be folded down in a 60/40 split.

INTERIOR





Unlock the fighter in you

J-STARS VICTORY VS+

● Review by ERIK PAOLO ESCUETA

PlayStation
VITA
REVIEWED



J-Stars Victory VS+ is the Western edition of last year's Japanese release, which purportedly implements some gameplay tweaks alongside a new single-player Arcade mode. But what really makes *J-Stars* shine (especially for anime and manga fans attached to titles from the *Shonen Jump* magazine) is its roster of 54 characters hailing from 32 series spanning over three decades worth of history. While you'd think such a smorgasbord of battle potential should offer the ultimate combat experience, *J-Stars* unfortunately falls a bit far from lofty expectations.

ALL FOR ONE, ONE FOR ALL

J-Stars Victory VS+ isn't actually the first time the dozens of characters from *Shonen Jump* have gotten together. One of their more popular predecessors was *Jump Ultimate Stars* for the Nintendo DS (an excellent title, by the way), a 2D fighter with mechanics similar to Nintendo's brawler series *Super Smash Bros.*

In that vein, *J-Stars* doesn't break away from the established free-for-all brawler formula, which means it is very easy to pick up and learn amidst its team-oriented mechanics. And while it does have limitations on team formation (you can only have up to three active fighters per team, and an optional support member), the 39 playable fighters and 13 support members make it easily enjoyable to experiment and build a team fit for your playing style.

VITAL STATS

Platforms

PlayStation 4,
PlayStation 3,
PlayStation Vita

Developer

Spike Chunsoft

Publisher

Namco Bandai

No. of Players

1-2 Players Offline,
1-4 Players Online

Official Site

www.jstarsgame.com/





Aside from the quantity, the diversity is also rather impressive. Practically every generation of *Shonen Jump* is represented—*One Piece*, *Naruto*, *Dragon Ball Z*, *Hunter x Hunter*, *Dr. Slump*, *Fist of the North Star*, *Rurouni Kenshin*, and *Saint Seiya*, just to name a few. This selection pretty much guarantees that players will always be able to find their favorites from titles old and new.

COMBAT CAVEATS

But while *J-Stars* spoils players with its character ensemble, the actual combat gameplay feels very much wanting. It is primarily of the 3D free-roaming battleground variety and bears striking resemblance to other anime-based titles such as *Dragon Ball Z: Battle of Z* and *One Piece: Unlimited World Red*.

Sadly, many of the flaws that plagued these titles still rear their ugly heads. Take target locking, for instance. While easily workable (on the Vita, it makes nice use of the lower-right touchscreen area), it is not as effective as expected, especially against higher-difficulty AI opponents. As for your AI teammates (if your team has two or three members), you can issue generic commands to fit the situation. But in practice, it is just wholly ineffective. Switching on manual control among your team members would have been a better option.

Speaking of controls, everyone basically uses the same combos and motions, which makes things almost repetitive. It is fortunate that each fighter has a different

attack style and special moves to keep them distinct in practice, but only barely.

One big issue that keeps popping up is the fighter imbalance. Some special moves of particular fighters are just plain overpowered (more notoriously are those with paralysis attacks and/or long-distance projectiles) while variable normal attack ranges render attack timings unusually inconsistent. For a fighter, these little flaws can easily pile up into an infuriating experience even if the rest of the combat itself is adequately usable.

There is also a card system in place that lets you augment your team with buffs and abilities, although it is not explained very well. Consequently, even if it is potentially helpful, particularly in the game's more challenging difficulties, it is mostly forgettable. At the time of this writing, there's also a nasty bug that renders unlocked card decks suddenly unusable with no solution, which is just intolerable.

A FORGETTABLE TRIP

On the bright side, when it comes to the modes on offer, *J-Stars* makes sure to stack the table, even if it is not really a five-star spread. Standard fighting modes are included, like the new Arcade mode for the solo warrior and Free Battle for quick fix fights either against the AI or in split-screen versus for two.

The Victory Road mode, with its difficulty-based ladder, is mainly for challenge-seeking players. Online multiplayer is also available up to four with mandatory tag-team matchups. Oddly enough, you can also fight online alone, which is sort of strange yet neat.

The J-Adventure mode is supposed to be the main highlight of *J-Stars* being its token story campaign. But even though it serves a decent premise for merging all the different manga and anime series together, the plotline itself is very underwhelming with a shallow script that betrays its translation.

Fortunately, even with the lackluster story, collecting and unlocking new items is more than enough incentive to give J-Adventure a go, especially when it comes to unlocking the rest of the fighter roster.

PROS

- humongous and diverse fighting roster
- intuitive and easy to learn combat gameplay
- good number of offline and online game modes
- decent number of unlockables boost replay value

CONS

- combat controls can get repetitive
- fighting roster is highly unbalanced
- combat elements could use more polish
- card system is forgettable and buggy
- underwhelming and disappointing story mode

SPEED SAYS

J-Stars Victory VS+ is every anime and manga fan's dream game, with a large and diverse roster that can't be beat, and combat gameplay that's both intuitive and simple to grasp. Unfortunately, the high roster count creates a lot of imbalance between fighters, detracting from the fun. The repetitive nature of the combat controls, lacking story campaign, and other visible flaws also don't help its case. That said, *J-Stars* is probably best reserved for the fans, and while it could offer a decent dose of fighting fun, players looking for a worthy fighter can do better.

GEEK METER





FOOD TRIP

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SWEET KICKS (ARE MADE OF THESE)

**SOME OF THE MOST ICONIC SHOES TO MAKE IT
ON THE HARDCOURT AND SNEAKERHEADS' CLOSETS**

Words **RON CRUZ**

IT BEARS REPEATING
THAT BASKETBALL SHOES
ARE NOT MADE JUST FOR THE
HARDWOOD ANYMORE.
SNEAKER FEVER IS AT ITS
ALL-TIME HIGH, AND A BIG BULK
OF THE MOST INFLUENTIAL
SILHOUETTES COMES FROM
FOOTWEAR MADE
FOR BALLING.

WE'VE OUTLINED BELOW SOME OF THE MOST ICONIC PAIRS IN THE HISTORY OF SNEAKERS. WHETHER YOU CHUCK IT UP TO CULTURAL RELEVANCE, IMPECCABLE DESIGN, OR PURE NOSTALGIA, THESE SHOES ARE AS TIMELESS AS OUR PROVERBIAL LOVE FOR THE GAME.

CONVERSE CHUCK TAYLOR ALL STAR

Classics become classic for a reason. Converse's Chuck Taylor All Star boasts of a design that has basically been untouched for close to a century, proving just how good design is timeless and always relevant.

Chucks are simplicity at its best. The shoe is just a canvas upper with a rubber sole. During its heyday, over 90 percent of basketball players, both on the college and professional levels, were using Chuck Taylors. While Chucks have grown out of favor on the court, they remain stylish and a staple in everyone's wardrobe.





CONVERSE WEAPONS

One of the winners of the heated Lakers/Celtics rivalry back in the '80s was Converse. Why? Because Magic Johnson of L.A. Lakers and Larry Bird of Boston Celtics—the top dogs of their teams—both wore Converse Weapons.

This classic pair boasted of a unique Y-Bar Ankle System to support you as well as a Center of Pressure outsole to cushion your feet. The time honored silhouette is usually subtle with colors, opting to stick with the traditional black-and-white colorway while of course donning the purple and gold for Magic's shoe.



GROSBY BLACK SUPERMAN

While relatively unknown to the young bloods of today, Grosby was the shoe brand of choice in the glory days of the PBA. The Black Superman was the signature shoe of arguably the greatest import of the league, Billy Ray Bates.

The classic pair had a smooth leather upper, with a high toe box and strong toe cap protection. The tongue was made of nylon, while a leather strap, which was all the rage during its time, was also included. The extended heel resembled a bowling shoe and sports Bates' jersey number.



NIKE AIR JORDAN 1

The love for everything Air Jordan started with these babies.

The pair actually had a very simple silhouette. The very first Air Jordan featured the Nike swoosh on the mid panel and a wing logo on the upper ankle.

Its cultural significance lies in the fact that it single handedly paved the way for colorful shoes to be worn in the NBA. Back then, only black-and-white sneakers were allowed to be worn in games. Before then, Jordan would rock his now trademark Black/Red colorway and be fined by the league \$5,000 each time, a bill Nike was more than glad to pay.

REEBOK KAMIKAZE

The Reebok Kamikaze was the signature shoe of then NBA superstar Shawn Kemp, who had a knack for explosive dunks on the court. The midtop makeup was made to have a look of electric flow with aggressive lines all over the place.

The bold design is a headturner on and off the court. The original colorway was made of suede leather interspersed with white lines and was accented with a dash of green on the heel to pay homage to the Seattle Super Sonics.



NIKE FOAMPOSITE ONE

Nike's Foamposite stopped everyone dead in their tracks when it was first released. Its revolutionary design was light years ahead of the competition. It was historically expensive to manufacture, both during its release and the subsequent retros that followed.

The futuristic shoe used molded foam for the upper. To round out the simple look, the Foamposite One had a touch of carbon fiber in the sole, just in case it wasn't futuristic enough for you.



ADIDAS THE KOBE

The year was 2000, and it was time to return to a futuristic silhouette. Hot on the trail of Nike's Foamposite One, adidas created their very own space age shoe, namely The Kobe.

Also known as the Crazy 1, this pair is best described as sleek. Its design was born out of a collaboration between Audi and adidas, mimicking the looks of the Audi TT Roadster. The shoe was made of synthetic vinyl, which gave it its distinctive metallic look.



HEROES

REBORN



A NEW PHENOMENON BEGINS

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**BIG
THINGS
BEGIN ON
JACK.**



A Leading Brand in Europe



RETURN
OF THE

KING



G-DINK
300i

FASHION

Technology has long predated fashion. It is technology that made way for raw cotton to be spun into thread, woven into fabric, and sewn into clothes. Before that, it is technology that allowed our ancestors to kill animals and use their hide to protect their bodies.

But centuries have passed, and after *Speed*'s 12 years in publication, you could say that this issue is a long time coming. So, where has the partnership between fashion and technology gone?

We put together a series of articles to show you the real world of fashion today, covering fascinating fashion-tech interests from Big Data and data analytics, to fitting software for online shopping, designing and printing methods, and clothing technologies.

This is a celebration of a long-standing marriage with a bright and mutually beneficial future. Join us do a little turn on this catwalk.

+ TECH

A TALE AS OLD AS TIME

 http://tr.123rf.com/profile_martinkay78



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ANALYZE THIS

Big Data invades the fashion world with flattering figures

Words **ARITHA ZEL ZALAMEA**

http://www.123rf.com/profile_kiukson

W

e have good reason to believe that sometime before you picked up your copy of *Speed*, you have searched the internet about jogging pants, if not worn a pair.

We also know a thing or two about the woman in your life: sometime this year or the next, there is high probability that she would want either a tulle or a midi skirt. She must have even read an online article about making her own tulle skirt or how she can style the midi.

No, we don't know anything about fashion, but we do know a lot about technology. And in this day and age, that is the key to dominance. Yes, even in the fashion world.

BIG DATA

We have on good authority that the jogging pant has reached global mass appeal, the tulle skirt is taking the U.S. by storm, and the midi skirt is starting to make its way into women's closets in the West—which means, the last two trends will invade the Philippines soon enough.

Our expert is no fashion stylist, designer, blogger, or editor. But it is more reliable and does not even need to join the frenzy at any high-brow runway show.

Want to know the latest in fashion? Meet Google Data.

Google is probably the last institution you'd go to for fashion advice, but its predictions aren't only logical. They are also backed by empirical data.

Big Data and data analytics have sashayed their way straight into the heart of the fashion industry. In this case, Google Data analyzed terms that people looked for on Google Search. It then predicted fashion trends for Spring 2015 based on the following: searches for jogger pants include those "for men, women, boys, girls, and even toddlers, indication mass appeal for this apparel item"; searches for tulle skirts increased by 34 percent from January 2014 to January 2015; and searches for midi skirts saw 900 percent growth in the past three years.

Thank you, Google data gathering prowess and algorithms.

THE NEXT BIG TREND

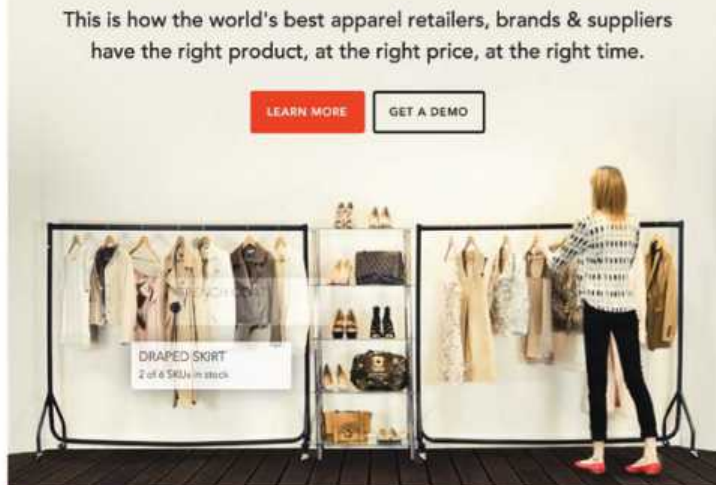
Using data analytics for fashion isn't just confined within the cloud. In the offline world, fashion brands are taking advantage of data analytics in the form of business and market intelligence tools to predict trends and eventually guide their trade strategies.

Ultimately, market data helps in these brands' R&D. Data gathered over time forms a pattern used as basis for predicting the next outcome logically.

If I start counting from 1 to 4, for instance, you'd logically assume that the next number in line would be 5. The rationale and the methodology have been around for years; they have just found a new application in fashion.

It is easy to determine which styles are bestsellers based on sales, but knowing why certain items are preferred over others based on design alone isn't, and that's where fashion analytics comes in to save the day.

Data scientists determine the attributes of a style and then compare the information with sales figures to know which of these characteristics are found in the bestselling styles. Fashion designers and brands can then use this data to base future design inspirations from.



↑ Editd is one business formed to fill this new void in the fashion industry. Founded in 2009, the London-based retail technology company analyzes fashion trends against sales information and provides real-time analytics to help stores and brands plan their business strategies.

Social Monitor, one of Editd's services, taps the power of social media by following the activity of up to 800,000 fashion influencers and experts. The tech company also offers a database of apparel currently available in the market to aid in competitive shopping. Other services offered include visual merchandising, retail reporting, and market analytics via product tagging.

WGSN, an established trend forecasting company in fashion, is also in on the data analytics game. Since 2013, it has been offering INstock, an online retail analytics tool that categorizes apparel from e-commerce catalogs to provide clients with market intelligence based on end-to-end taxonomy.

PERFECT PAIRING

Fashion and technology industries are now working together so intimately that they have created fashion-technology, an offshoot enterprise. Tech startups are no longer just pitching their products to Silicon Valley investors, and fashion brands have started opening their doors to technology companies to improve several facets of the fashion retail business.

Fashion companies are learning to incorporate data analytics in making business decisions, including what designs to produce, how to determine prices, how many months the inventory will last, and so on.

Even fashion schools are offering data analytics courses for fashion marketing and retailing as in the case of Fashion Institute and Technology in New York City. Parsons Institute for Information Mapping's About page talks of information taxonomy, GUI, and knowledge visualization as if it hails from Massachusetts Institute of Technology (MIT) and not Parsons School of Design.

Another notable offspring of this marriage is the 12-week Fashion Tech Lab event, which is now on its second straight year, legitimizing the derivative industry even more.

This year's Fashion Tech Lab included a Demo Day, during which eight tech startups pitched their products—from mobile apps to inventory management systems and pricing analytics software—to top fashion companies, including the likes of Kate Spade and 7 For All Mankind.

Fashion-tech has become such a big deal that fashion-forward cities in the world are already competing to become the base for the new enterprise.

London and New York, for instance, have upped their game, leaving the battle for fashion capital to what they consider second-tier hubs such as Paris, Milan, and Shanghai. The two are now moving on to being recognized as the fashion-tech capital of the world.

And it makes sense. As the *Business of Fashion* website points out, both cities are established fashion capitals, home to top fashion schools in the world, have deep-pocketed investor communities, enjoy government backing, and already boast of pioneering e-commerce companies such as Net-a-Porter in London and Refinery29 in New York.

This infusion of technology in fashion is putting the industry in a whole new light. Behind the bright lights and excessive lifestyles, a cutthroat race to people's closets is taking place.

EMPEROR'S REAL CLOTHES

Let us pull the red carpet from under your feet. The life of fashion executives, buyers, merchandisers, and even designers isn't relegated to stylish intuition, glamorous events, and wild nights. Aside from shapes, colors, patterns, and materials, they deal with numbers.

That means, while they travel around the world and keep an ear to the ground, they base decisions on facts and figures as well to ensure that a healthy amount of objectivity is intact.

Fashion companies in the Philippines are now also using data analytics. Big brands and distributors turn to market and business metrics to guide which items to bring in and sell, how many, and at what price. They also study a brand's performance against targets and previous seasons.

Of course, the use of Big Data and data analytics does not guarantee success. *Wall Street Journal* columnist Thomas Davenport, an esteemed Big Data and data analytics expert, points out that "organizations often employ bad metrics, or that they don't use the data they have particularly well. And occasionally even the best analytics lead to a bad decision."

This is the real world of fashion.

Forget about *The Devil Wears Prada* or *Zoolander* for a moment. At the end of the day, the fashion industry is not just about art, style, glossy pages, and paparazzi. It is a serious billion-dollar enterprise that focuses on products that need to sell to keep it alive.

FIT TO TECH

Bespoke fashion gets by with a little help from technology

Words **RON CRUZ**

Online shopping is therapeutic—or maddening, depending on where you’re sitting. On one hand, you don’t have to wade through horrible traffic, mythical parking spaces, and massive crowds. On the flip side, however, you don’t get to actually try on the things you buy, so you have to contend with ill-fitting clothes and wrong orders that have become too much of a hassle to return.

At least, that was the norm. As always, technology has a way of bridging the gap and making the impossible happen.

Over the past few years, the fashion industry has been surprisingly quick at adapting new innovations in technology. The Apple Watch was touted to be the next big fashion accessory while Google teamed up with sunglasses manufacturer Luxottica of Ray-Ban and Prada to design and develop a premium Google Glass line.

On the retail end, British fashion house Burberry fully embraced technology by eliminating cash tills in its Hong Kong branch. The only way to pay is through a mobile device.

These advancements, while interesting, are a bit too detached from the common, basic need of what us everymen look for: to comfortably shop online in the comfort of your pajamas while eating cereal.

Thankfully, technological innovations also exist outside of high fashion. Quite a few enterprising minds have stepped up to the plate in order for regular, mild-mannered men like you and me to get the proverbial perfect fit.



One of the forerunners of this technological fashion revolution is **fits.me**, a startup website founded back in 2010 (which was recently acquired by Japanese e-commerce giant Rakuten) that pioneered virtual fitting rooms.

Clothes are fitted and photographed on robotic mannequins, so when you're buying online, there's no need for guesswork anymore. All those stressful online shopping moments spent pondering whether the shirt you're buying is American XL or Asian XL will soon become nothing more than a forgotten memory.

For footwear, we all know the dangers of relying on just your basic shoe size, winging it, and hoping for the best. As silly as it may sound, there is no international standard in foot sizing (and fashion in general).

With this in mind, the geniuses over at **shoefitr.com** use 3D scanning technology to scan the insides of shoes so that you know exactly with pinpoint precision how a shoe brand compares to another. With an enormous database of shoes, you can even look for similar fitting footwear of your favorite pair.

Another startup that's getting attention is **TrueFit**, which is all about data analysis. Consumers are asked to answer a couple of questions then all that data, combining brand, consumer, and retailer info, are crunched and translated into a personal fit rating and size for every conceivable style. Your body type and style preferences are taken into account as well, making sure the suggestions fit your needs.

What makes all these startups work is that fashion retailers themselves embrace the idea. Shoe companies send samples to shoefitr on a daily basis to make sure their database is up to date. The same goes for fits.me. For TrueFit, the companies send them all necessary measurements and fitting data.

This, combined with crowdsourced and cross-checked information from consumers, makes it a very efficient and reliable system that'll give you the confidence to buy something even if you're half a world away.

Talking about the advancements in technology in fashion, it wouldn't be right not to mention the influence of 3D modeling.

Bodi.me, a startup hailing from Spain, lets you create online profiles using a webcam or at various pop-up locations with dedicated body scanning facilities. After you've created a profile, you can visit various online shops. Their algorithm then matches your body with the right size to buy.

Another similar website is London-based **Metail**, which uses 3D visualization technology to let you create online models of yourself. It sounds something out of *The Sims*, but Metail boasts of being able to deliver a 94 to 96 percent accurate 3D rendering complete with hairstyle and skin tone. You can mix and match colors and fabrics, experimenting with new looks at the comfort and privacy of your home. The absence of judgmental eyes looking down on you helps, too.

For extreme personalization, you can go the 3D printing route. Although far from being mainstream and affordable, the technology is slowly but surely getting there.

Burlesque queen **Dita Von Teese** got the ball rolling just a few years ago with the Fibonacci-inspired 3D-printed gown she wore to a private runway event. The dress is widely considered to be the very first fully articulated 3D-printed gown. The intricate (and very revealing dress) was designed with Dita's body in mind, making the fit perfect in every way.

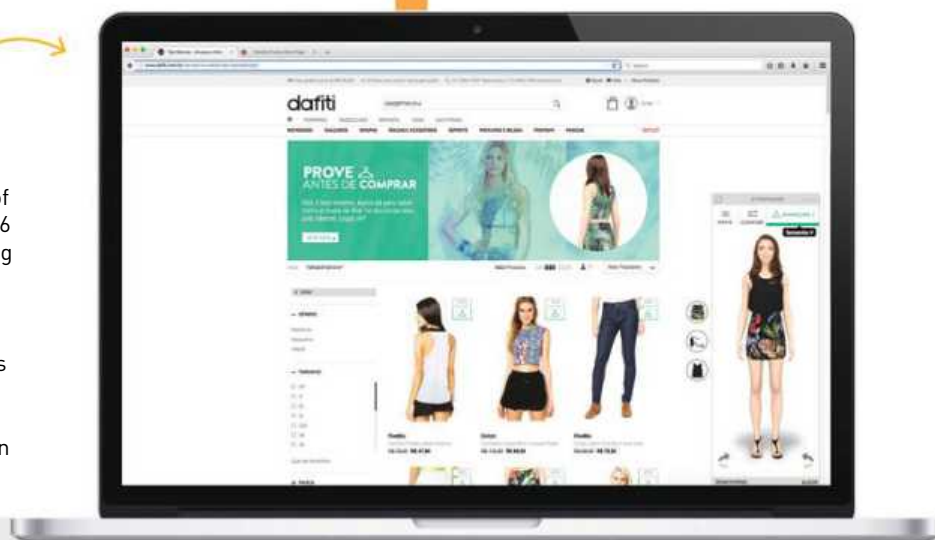


Although Dita's take was haute couture, it broke down barriers and showed the possibilities of 3D printing. **Nike**, for example, hops on the 3D printing bandwagon with its Nike Vapor Laser Talon, which is a lightweight football cleat. While 3D printing shoe prototypes have been the norm for years, this is the first shoe by a major manufacturer that aims to use 3D printing to deliver the final product.

Sadly, 3D printing clothes by your lonesome or ordering a custom piece online isn't an actual reality yet. The closest we have is the work of **Electroloom**, a company trying to create the first 3D printer that can produce comfortable street-worthy clothes. The shirts they have on hand are simple and just prototypes, but it's a start. They recently won a grant and got backed on Kickstarter, so the future is looking very, very bright.

Time will only tell whether we get to experience having custom-made and -fitted clothes printed at home at an affordable price.

With the rate the locomotive that is technology is going, that day isn't going to be far off. But until then, spinning the wheel with online shopping seems to be the way to go. At least with these new innovations in fashion tech, we get to stack the odds a little bit in our favor.



DRESSING GOES DIGITAL

Words **CARMELA MARAAN FERNANDO**

Remember those days when you were THE cool kid on the block if you had L.A. Gear sneakers with soles that lit up with every step? Remember when you were a kid back in the early '90s?

The L.A. Lights (ca. 1992) were the original wearable tech, with LED lights activated by pressure-sensitive switches in the heel. Now, they are a far cry from what you'll find on the runway and in stores, thanks to the marriage of engineering and creativity to merge form, function, and style.

Technology in fashion doesn't only play a role in the limelight but is also a key part of production—from designing to printing, and the execution, marketing, and selling of garments—helping increase retail efficiency and output.

I SAW DESIGN

Fashion design used to be synonymous with piles of sketchbooks, pencils, coloring materials, and countless hours of slaving over a drawing board. Thanks to desktop computers, mobile devices, and digital media, cranking out market-friendly and fashion-forward wearables is easier and more efficient than ever.

Software and apps. A good number of free and premium software such as C-Design Fashion, Zedonk, Digital Fashion Pro, Optitex, and Apparel Innovator are tailored to the needs of fashion designers. These programs help guide both aspiring and pro designers through the whole process—from conceptualizing to creating patterns and testing designs, all the way to the business end.

Work collaboration platforms. Several free and premium programs, some of which are available online, let designers from different locations work together as a team in real time. These are especially useful for fashion events, fashion collections under an umbrella brand, or for fashion design companies that encourage telecommuting.

Metadata. Design companies can employ online product databases to find out their market's patterns of interest and predict customers' shopping preferences and behavior. With the help of data mining and strategic analysis tools, companies can create more targeted product lines and selling strategies.

3D printing. This is also taking the fashion business by storm. With 3D pens and printers, designers can now easily experiment with materials from fabric and plastic to organic items and one-of-a-kind textiles. Designers can also play with their clothes' structure, create better-fitting garments, and discover new ways of wearing traditional pieces without having to go through a prolonged R&D process. Best of all, using 3D printers lets designers become a one-person design factory even from their own homes.

Online retail. Special mobile and online shopping tools let shoppers share vital information, including body measurements, color and style preferences, and other feedback, to the store. This makes creating, marketing, selling, and distributing specialized garments much easier for designers.

SOMEDAY, MY PRINTS WILL COME

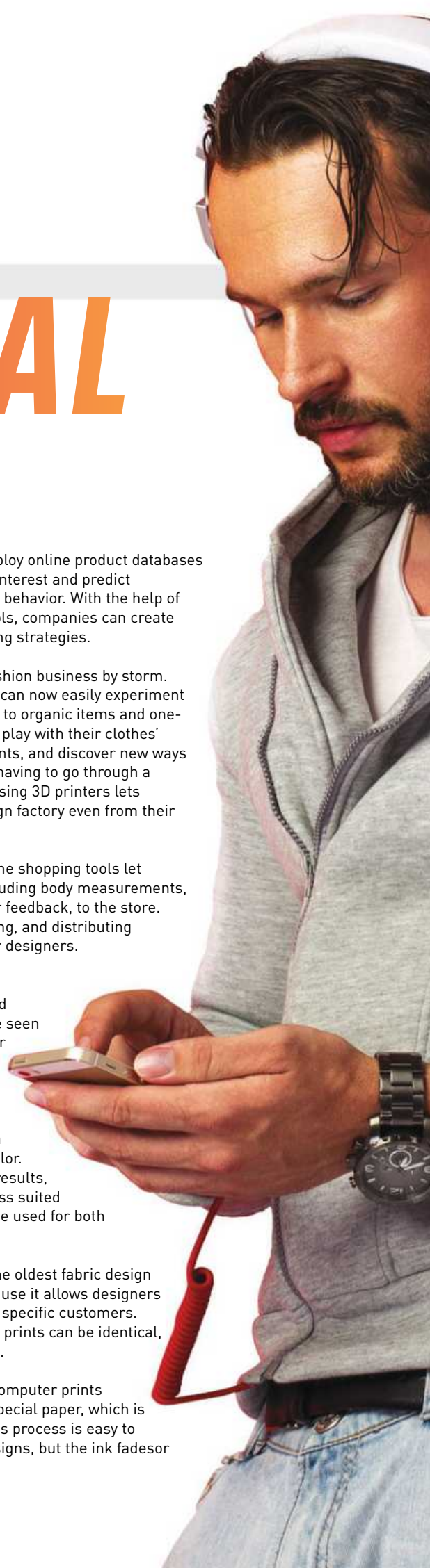
One of the more prominent and widely used developments in fashion technology can be seen in the printing methods for shirts and other textiles. Techniques for fabric printing range from traditional to digital.

Screen printing (aka silk screen).

Paint is transferred onto the fabric via a silk screen, using one screen per color. It produces high-quality and durable results, but can be a tedious and messy process suited for low-volume production. This can be used for both spot and all-over designs.

Hand-dyeing. Although this may be the oldest fabric design method, it deserves a place here because it allows designers to create unique prints onto fabric for specific customers. Obviously, the takeaway is that no two prints can be identical, and it consumes more time and effort.

Heat press/laser/inkjet transfer. A computer prints a design using transparent ink onto special paper, which is then heat-pressed onto the fabric. This process is easy to execute and can produce complex designs, but the ink fades or cracks easily with time.





Vinyl cutters. Designs are cut out of vinyl and heat-pressed onto the fabric, creating a striking and texturized design. The output is durable and customizable, but the material can be heavy and doesn't work well with intricate designs.

Direct-to-garment (aka digital apparel printing). Using a specialized inkjet printer, designs are directly printed onto the fabric, making the process extremely efficient for production because it reduces work and waste. This method is great for printing custom designs with a low-volume output, and works better with light fabrics than dark.

Dye sublimation. A special dye sub printer transfers dye onto fabric using heat, imprinting the cloth permanently. This dyeing process can also be used on non-fabric items such as ceramics, wood, and plastic. The downside is that it only works on full or partially man-made (and not natural) fabric.

AirDye. While still relatively new to the market, AirDye is an eco-friendly fabric printing process that heat-transfers dye from paper to cloth in one step without the use of water. This saves from 7 to 75 gallons of water per pound of fabric, uses 85 percent less energy than traditional printing methods, and has no harmful by-products.

PUTTING THE TECH IN TEXTILE

Like science and art, technology and fashion are now merging closely as more and more wearable tech pieces surface in the market. It's not just about what you wear though, but also how your clothes are sourced, what they're made of, and how they're made.

Gadgets as garments. Functionality becomes fashion-forward with wearable gadgets such as the Google Glass, Apple Watch, Reemo, Nymi Band, and Branto Smart Home, all of which enable you to perform several important daily tasks on the go while looking great.

Smart fabrics. Wearable tech isn't just limited to gadgets. Smart fabrics—like those infused with silver nanoparticles to keep you cool, fitted with 3D-printed electrodes that regulate both heat and coolness, or embedded with a system for monitoring the wearer's vital signs—have been developed for use. There are also talks of fabric with digital components weaved in to make it sensitive to external stimuli (like heart rate, magnetism, pressure, and temperature), or to make it more useful (for use in clothes with built-in solar panels for charging your gadgets while on the road).

Smart tailoring. Some high-end fashion houses rely on DPOL or Direct Panel On Loom technology, which uses digital data to design, weave, and cut fabric patterns ready for assembly. This is said to reduce the waste of fabric, energy, and water by 70 to 80 percent.

Sustainable style. Technology also brings clothing closer to nature by enabling fabric engineers to come up with textiles made of recycled waste such as coffee beans, old milk, tea, plastic bags, and PET and beer bottles. This environment-friendly aspect also extends to production, where companies can conduct water-free stonewashing for denims, or eliminate toxins and pollutants from textile paint in wastewater using a bio-filter.

It is absolutely mind-blowing to consider the new standards fashion has reached and still aims to achieve, thanks to the potential uses that digital tech has unlocked. Naturally, we choose our clothes to look good, but with the multi-tasking and environment-friendly advancements in current fashion, being stylish now adds more life to style.

UNRAVEL THE 'TECH' IN TEXTILE

Your shirt may be on the cutting edge of innovation

Words **KITKAT R. TORRES**

Way before the dawn of the iPad, the telephone, or even the lightbulb, mankind has always possessed the ability to alter the very fabric of the future, carrying the wisdom of the ages quite literally on their backs—or rather, on the actual shirts off their backs.

In an age where “high-tech” has become synonymous to the machine, however, it is easy to forget that textile-making is a science all its own.

Every day, we wear a piece of technology that has taken our ancestors centuries to perfect. The process is a highly complex one that begins with finding the right raw material fibers and learning how to spin them into yarn.

Then there's the tricky business of weaving, which, much like a microchip, involves many intricate connections and points to create one cohesive material.

FABRIC THAT FUNCTIONS

Over the years, methods and techniques have evolved again and again to suit our changing lifestyles. What began as a primal need to protect and clothe our bodies has branched out into a highly specialized study where any variation in fibers, weaves, and processes can produce any number of fabrics.

The result: functional textiles. Today, modern science has enabled us to develop distinct materials that are carefully engineered to address such areas as moisture, heat, and even physical performance, especially in the realm of sports and workwear. But how does it really all work? To find out, we look into the technology behind some of today's most functional fabric properties.

QUICK-DRYING/MOISTURE-WICKING

Known to help repel sweat, fabrics with this property are engineered to quickly absorb and direct moisture away from your body, while allowing cool air to permeate.

Similar to a candle wick that draws wax toward the flame, the fibers in your shirt work by absorbing beads of water and bringing them up to the outer surface. Sweat is then spread out onto the drier areas of the shirt to speed up the evaporation process.

Synthetic materials like polyester are commonly used because they do not retain as much moisture as cotton and other natural fabrics. They are also usually treated with a water-resistant chemical such as Gore-Tex, which helps repel moisture further. The fabric is woven more loosely as well to create vents for air to come through and for moisture to escape quickly.

Because of their sweat-control and breathable properties, these materials have become popular for activewear. Patented fabrics such as Nike's Dri-FIT, adidas' ClimaCool, Puma's DryCELL, and Uniqlo's AIRism are good examples of this technology.

HEAT-ABSORBENT

Despite being lightweight, textiles with heat-absorbing qualities have the ability to keep you warm even without additional layers of clothing. What's key here is the ability to wick off sweat and to retain the heat emitted by your body.

Why wick off sweat? If the cloth is not breathable, you will inevitably perspire despite being in cold temperatures, and the worst thing you'd want is to suddenly have your sweat turning ice cold once your body cools off. But by allowing you to stay dry, the heat-absorbent fabric can focus more on trapping and using your own heat as an insulator.

Uniqlo's HEATTECH line of clothing follows the same principle, but is said to generate heat from the moisture of your body. Here, warmth is retained in carefully woven pockets in the fabric that are designed to insulate you all throughout.

adidas' ClimaWarm and ClimaWarm+, on the other hand, rely on tight but densely woven fibers to trap heat. They are designed to provide enough breathability, however, to encourage moisture-wicking.



COMPRESSION

Compression fabrics are basically a light and highly elastic blend of nylon (or polyester) and spandex used in extremely tight-fitting sports apparel, and engineered to mold around certain parts of the body.

The science is based on previous medicinal practices where compression socks and leggings helped increase blood and lymphatic flow. Today, the same concept is used to boost athletic performance and recovery time.

Among the well-known compression apparel brands are Under Armour, Nike, and adidas, which combine moisture-wicking or quick-drying properties to the fabric. This is to help control body temperatures—whether in the heat or in the cold—and to prevent the tightly bound clothing from becoming too stifling.

WATER-REPELLANT

The technology that's hiding under your raincoat may not be as simple as you think. Apart from keeping you and your clothing dry, a good water-repellant fabric should be breathable enough to let perspiration evaporate quickly to keep you comfortable and cool inside.

To achieve this, the inner and outer surfaces of the coat are treated differently. On the inside, a permeable laminate such as Gore-Tex or eVent is combined with the fabric. It works because the micropores are small enough to block off raindrops, but are large enough for air to pass through.

The outside surface, meanwhile, is treated with a durable water-repellant finish that prevents rain from seeping through by causing the water to bead up and roll off naturally.

ANTI-BACTERIAL AND ODOR-RESISTANT

Withstanding bacteria, and therefore foul odors, is another important aspect that textile and clothing companies have been developing. Overall, it all boils down to science and understanding the nature of bacteria, and even molds and mildew.

One option is to simply use synthetic fibers—including polyester, nylon, PE, and PP—over cotton and other natural materials that promote bacterial growth.

In addition, brands such as Uniqlo treat some of their fabrics with a special anti-bacterial coating that also helps eliminate unwanted odors.

Taking things a notch higher, some companies have been looking into silver as a natural anti-bacterial agent. HHL Technology's PureTex offers textiles embedded with many small silver particles that immediately activate the material to microbes. It is also designed to be long-wearing and more environment-friendly than chemical anti-bacterial coating options.

FORWARD FASHION

These are just a few of the major fabric innovations we wear—unknowingly or not—each and every day.

It is exciting if you consider what the future will unravel. Something new is always bound to pop up waiting to be developed further, whether it's eco-friendly, wrinkle-resistant cotton shirts or 100 percent UV-protective swimsuits. In fact, there's already talk of smart fabrics that can change color or respond like second skin to environmental elements.

Whatever the results, for as long as humans continue to evolve, invent, and succeed, the science of textiles will continue to adapt to our ever-changing needs and weave new discoveries well into the years ahead.



Black Mass

Words **CARMELA MARAAN FERNANDO**

OPENS September 23

President of the Massachusetts Senate from 1978 to 1996. Because of some inconsistencies in his statements regarding Whitey's investigation while in hiding, Billy was eventually removed from his post as the President of the University of Massachusetts in 2003.

What *Black Mass* promises to depict is the rise and fall of a prominent crime lord, without glorifying him. It illustrates the classic dilemma of the villain siding with the good guys, only to find that his past will inevitably catch up with him.

DEPP IN A NEW LIGHT

The role of the highly intelligent and ruthless Whitey is a huge departure from Depp's usual caricature movie characters. There are still tinges of Depp's trademark swagger combined with an air of non-chalance and deliberate cluelessness. From the trailers alone, however, it is easy to forget that you're looking at an actor playing a character. Here, Depp manages to be fearsome, gritty, and completely someone else.

We dare say: There's a good chance that, at the very least, he'll get pushed for a nomination at the next Oscars for this role.

Aside from Depp and Cumberbatch, *Black Mass* also features a high-octane cast: Dakota Johnson, Corey Stoll, Joel Edgerton, Kevin Bacon, Peter Sarsgaard, Adam Scott, Juno Temple, and Jesse Plemons. It is directed by Scott Cooper, with the screenplay written by Mark Mallouk and Jez Butterworth.

Although the real-life adaptation is deeply interesting, our one concern is how much of it will be subjected to the Hollywood treatment: overt play to the audience's emotions, spoonfeeding, clichéd tropes, and so on.

The story and its characters are already rich enough to keep the audience riveted—again, Depp's performance alone as the corrupt gangster in the trailers is downright chilling—so we're hoping for masterful treatment in the screenplay and the direction to do justice to the cast and the story.

What we are completely stoked about is seeing Depp step out of his usual repertoire of quirky roles into a more grounded and much darker character. This risky move, along with a stellar cast and a solid storyline, grants *Black Mass* all the makings of a potential award-winning film.

This

is not a supernatural tale. "Mass" in the movie title refers to Massachusetts, hometown of one of the deadliest organized crime lords and convicted murderer James "Whitey" Bulger.

Starring Johnny Depp as Whitey, *Black Mass* is a biopic that details his life as the most notorious criminal in the history of South Boston, who later teamed up with the FBI to bring down a mafia family in a brutally lawful cleanup. It's an adaptation of the novel *Black Mass: Whitey Bulger, The FBI and a Devil's Deal* by Dick Lehr and Gerard O'Neill.

What makes Whitey even more interesting as a fugitive is that his brother Billy (played by Benedict Cumberbatch) was a lawyer and educator who served 18 years as the

Johnny Depp as James "Whitey" Bulger, the most notorious criminal in the history of South Boston

BUZZ FEED

The 86-year-old Whitey Bulger has been honorably dismissed in the military, hated the nickname "Whitey," and as recent as 2013, had another run-in with the law via a racketeering trial.



ME AND EARL AND THE DYING GIRL

is not
your
typical

coming-of-age film. It is about Rachel, a teenage girl with Stage IV leukemia, and Greg, a non-conformist high school senior who becomes her reluctant and unlikely boyfriend. Despite heavy characterizations, the plot deviates from your usual teenage angst formula. It is unpredictable, light, funny, and awkward—but poignant at the most unsuspecting times. It helps that the actors are fresh newcomers and are effortlessly natural onscreen. Winner of the Sundance Film Festival Grand Jury Prize, *Me and Earl and the Dying Girl* is rated PG-13 for some sexual, drug, and mature content.



VACATION

is the
comedic
directorial

debut of John Francis Daley and Jonathan Goldstein. Rusty Griswold surprises his wife and two sons with a cross-country trip to his childhood favorite theme park, Walley World, only to be met with a series of hilarious misadventures and mishaps that in the end make their family bond stronger than ever. Starring Ed Helms, Christina Applegate, Chevy Chase, Leslie Mann, and Chris Hemsworth, *Vacation* is the fifth theatrical and seventh installment of the National Lampoon's *Vacation* series.



Maze Runner: Scorch Trials



title from author James Dashner. The sequel starts from where the first chapter left off: Thomas (Dylan O'Brien) and the Gladers have escaped the maze but find themselves in a post-apocalyptic battle with Wickd, a mysterious and

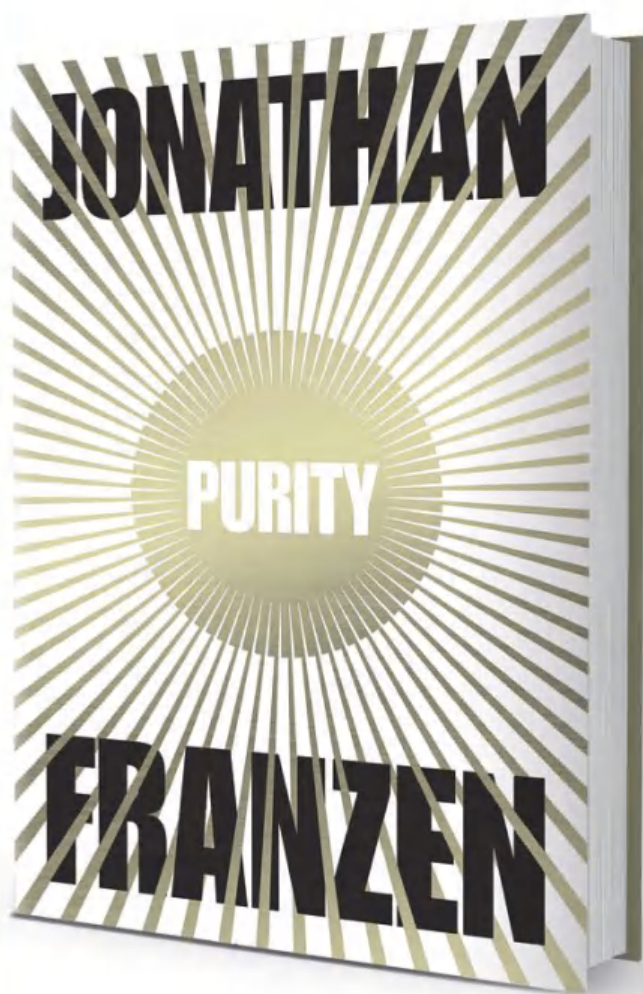
is the second installment in *The Maze Runner* film series. The franchise is an adaptation of the best-selling trilogy of the same

powerful organization. Joining the original cast are Giancarlo Esposito of *Breaking Bad* and Aidan Gillen of *Game of Thrones*. Following the release of *Scorch Trials*, the franchise's last installment, *The Death Cure*, is set to open in theaters in 2017.



Everest

is an American film based on actual events of the 1996 Mount Everest tragedy where eight people caught in a blizzard died while attempting to reach the summit. Directed by Baltasar Kormakur, and written by William Nicholson and Simon Beaufoy, the film focuses on the survival attempts of two expedition groups led by Scott Fischer (Jake Gyllenhaal) and Rob Hall (Jason Clarke). Also starring Emily Watson, Keira Knightley, Sam Worthington, Robin Wright, Josh Hawkes, and Michael Kelly, *Everest* will open in theaters on September 23 and at the 72nd Venice International Film Festival.



PURITY

BY JONATHAN FRANZEN | FARRAR, STRAUS,
AND GIROUX (SEPTEMBER 1)

I dentity, internet, sexual politics, and love—these, among many other things, are seemingly the great issues faced by the morally complex present time and culture. Renowned author Jonathan Franzen's characters grapple with the same concerns in the troubling, moving, and hilarious book *Purity*.

Purity centers on an outspoken young woman named Purity Tyler, known to all as Pip. The novel sees Pip moving from contemporary America to South Africa and East Germany before the fall of Berlin Wall in search for the father she has never met. Pip's journey hinges on the mystery of her parentage and her relationship with an outlaw-hero of the internet.

In a winding narrative of *Purity*, Franzen creates a cast of vividly unique characters in a landscape full of hidden identities, secret wealth, neurotic fidelity, sociopathy, and murder.



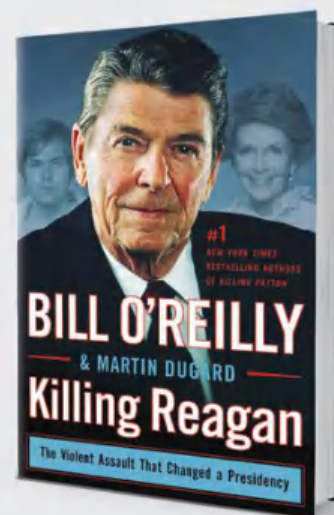
The Complete Peanuts 1995-1998

By Charles M. Schulz
Fantagraphics (September 5)

Considered as the holy grail by fans, *The Complete Peanuts* is a collection of books featuring the entire run of American cartoonist Charles M. Schulz's long-running newspaper comic strip *Peanuts*, from its debut in 1950 to its end in 2000.

The Complete Peanuts: 1995-1998 is the 23rd and 24th of this 25-volume perennial series that contains 18,000-plus *Peanuts* newspaper comic strips. With introductions from producer Paul Feig and comedy trio RiffTrax, these new volumes of *The Complete Peanuts* see Charlie Brown being asked to the Sweetheart Ball and Snoopy getting his driver's license.

This collection is 700 pages of black and white *Peanuts* shenanigans to treasure and revisit.



Killing Reagan: The Violent Assault That Changed a Presidency

By Bill O'Reilly and Martin Dugard
Henry Holt and Co. (September 22)

Fox News Channel host Bill O'Reilly kills another president on the next installment of his best-selling series on the deaths and assassination plots of historical figures. This time O'Reilly sets his sights on U.S. President Ronald Reagan in *Killing Reagan: The Violent Assault That Changed a Presidency*.

Co-written by history author Martin Dugard, *Killing Reagan* tells the story of Reagan's rise to power and the forces that conspired to bring him down in the end. This book deals mainly with Reagan's Alzheimer's disease as well as the attempted assassination of John Hinckley Jr. in 1981.

Like all the other books in the *Killing* series, this one promises to be just as controversial because it covers a brand new stuff, some of which are surprising.

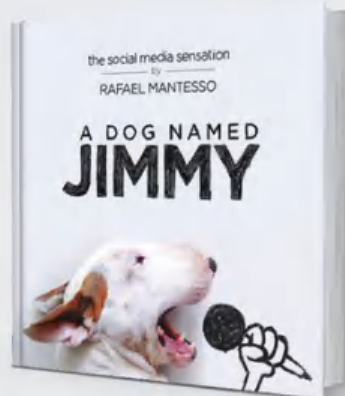
A Dog Named Jimmy

By Rafael Mantesso
Avery (September 29)

In 2014, an adorable bull terrier went viral on the World Wide Web. The dog's name is Jimmy Choo (yes, like the famous shoe designer).

Jimmy and his owner Rafael Mantesso owned the hearts of animal lovers and internet dwellers with their charming and cheeky images that chronicle the duo's relationship and extraordinary adventures.

What set apart these adorable images of the five-year-old dog and his man from the rest of Instagram are the hilarious illustrations that come with them. Armed with a marker, Rafael made the white walls and floors of his unfurnished



apartment his canvass, creating a comic backdrop whenever he snaps a photo of his bud. Photos of Jimmy wearing a drawn *Star Wars* stormtrooper helmet or pretending to be Superman flying over an illustrated city are one of the many images that will bring smile to your lips every flip of the page.

Words by PAT CALICA



THE NEW
Address
DEBUT!
A GLOBAL SUZUKI SCOOTER

**INTRODUCTORY
PROMO
FREE**



Actual colors of promo items may vary based on availability.

SUZUKI FI FUEL INJECTION
POWERFUL 113CC ENGINE
AT LOW FUEL CONSUMPTION



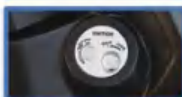
SEP
SUZUKI ECO PERFORMANCE



20L UTILITY BOX
20L UTILITY BOX
CAN ACCOMMODATE
A FULL FACE HELMET



REAR BRAKE LOCK
SYSTEM



CENTRALIZED
LOCKING SYSTEM



Promo runs from August 20 - December 31, 2015
Per DTI IV-A Permit No. 12-360 series of 2015



SUZUKI TRIPLE THREAT

Japanese manufacturer launches three global, stylish, powerful, and fuel-efficient bikes

SUZUKI PHILIPPINES RAISES THE BAR IN THE LOCAL MOTORCYCLE SCENE WITH THE LAUNCH OF ITS THREE LATEST MOTORCYCLES: THE ADDRESS, GIXXER, AND AX4, WHICH ARE DESIGNED TO MEET THE NEEDS OF DIFFERENT TYPES OF RIDERS.

The Suzuki bikes were introduced to the local media and dealers in a grand event held last August 20 at the Blue Leaf Filipinas in Parañaque.

"We have been waiting for this moment to finally showcase these new bikes to you—bikes that are global, stylish, powerful, and fuel-efficient that you will surely love," said Suzuki Philippines President Hiroshi Suzuki during his welcome remarks.

The Suzuki Address is a 113cc scooter packed with features suited for the active lifestyle of today's Filipino youth.

The Gixxer is a 155cc street sports bike that has already won numerous awards overseas, including a Best Bike title.

The AX4, on the other hand, is a 150cc motorcycle that is the new and advanced iteration of the legendary Suzuki X-4.



"Suzuki motorcycles come to life through countless hours of testing, uncompromising quality control by the engineers, and test riders to satisfy market needs," said Yukio Yano, Director for Manufacturing and Engineering of Suzuki Philippines.

"These bikes are equipped with Suzuki Eco Performance which is a cutting-edge culmination of Suzuki engine technologies coupled with the Suzuki Fuel Injection System to achieve the best of both worlds—maximum power and optimum fuel efficiency—a technology which we call SEP FI," he added.

Made with signature Japanese engineering, the Address, Gixxer, and AX4 are all assembled at Suzuki's motorcycle manufacturing plant at Carmelray Industrial Park in Canlubang, Laguna.



(From left) President Hiroshi Suzuki, Managing Director Norminio Mojica, General Manager for Manufacturing and Engineering Yukio Yano, General Manager for Production and Quality Assurance Hiroaki Muto, and General Manager for Sales and Marketing of Motorcycle Division Jun Bulot





ADD DRESS TO YOUR LIFE

Suzuki Address



DESIGNED AS A LOW-COST COMMUTER WITH FEATURES SUITED FOR THE YOUTHFUL, STYLISH, AND ACTIVE LIFESTYLE OF THE FILIPINO YOUTH, THE SUZUKI ADDRESS OFFERS FUEL EFFICIENCY, SPIRITED PERFORMANCE, AND A HOST OF CONVENIENT FEATURES.

This global scooter—available in Europe, Oceania, and Asia Pacific—is powered by a **113cc 4-stroke 1-cylinder SOHC engine** that produces 6.9kW @ 8,000rpm and a maximum torque of 8.7Nm @ 6,500rpm. The engine is matched to a **CVT transmission**.

It features **Suzuki Eco Performance** technology that promises to increase fuel efficiency without compromising power and performance. Suzuki developed this technology by reducing all mechanical losses through efficient design of every component and attention to detail in the manufacturing process.



Weighing just 95kg, this scooter can zip around the city with ease. Stopping the Address is a powerful front disc brake and rear drum brake with a **rear brake-lock system** that comes in handy when locking in an engaged position, and is useful for stabilizing the bike for parking using the side stand.

The Address is also equipped with a centralized locking system to avoid theft, as well as a roomy 20.6L under seat storage that can accommodate a full-face helmet and some small items. There are also two large front inner pockets with hook to hold additional stuff.

Other features of the Address include an **easy-to-read instrument panel**, a **5.2L fuel tank**, and a **large floor board**.

The Suzuki Address (P66,900) is available in titan black, metallic medium blue/titan black, celebration red/titan black, and MotoGP Limited Edition blue.

THE RETURN OF THE LEGEND

Suzuki AX4

SUZUKI BRINGS BACK THE LEGENDARY SUZUKI X-4, THIS TIME INCORPORATING ENHANCED FEATURES TO MEET GROWING DEMAND FOR A POWERHOUSE BUSINESS-MODEL MOTORCYCLE.

The AX4 is built to withstand the country's toughest roads and hilly terrains even with a heavy load thanks to a **150cc 4-stroke Spark Ignition engine** with **5-speed transmission**. The AX4 can blast a maximum power of 8.2kW @ 8,000rpm and a torque of 11.5Nm @ 5,000rpm.

Further fortifying the AX4 as a solid business-bike is its low maintenance design ensured by a responsive **Mikuni VM-type carburetor** and a **fuel cock with built-in filter**. Battery-operated headlights promote better visibility and help save on fuel.

An engine balancer reduces vibration for a free-sailing ride, while a clutch switch starter prevents unwanted bike movement. The AX4 is also intricately fitted with a heavy-duty single cradle frame and square pipe swing arm.

Geared for business, the AX4 already comes packed with a **TODA Tool Kit**, including a lower rear shock and front sidecar attachment brackets, as well as a kick starter.

In front, an informative instrumental panel displays fuel gauge, turn signal light, neutral, high beam, and gear position.

The AX4 (P68,900) is available in black, yellow, and red.



EXHILARATING RIDE

Suzuki Gixxer

CONQUER THE ROADS IN AN EXHILARATING RIDE WITH THIS POWERFUL, BOLD, AND AGGRESSIVE STREET SPORTS BIKE FROM SUZUKI.

The Gixxer is powered by a **155cc 4-stroke 1-cylinder SOHC engine** that delivers an output of 10.4kW @ 8,000rpm and a torque of 14.0Nm @ 6,000rpm. Coupled with Suzuki's Eco Performance technology, this big bike-inspired ride runs smoothly and efficiently.



Inspired by Suzuki's big bikes range, the Gixxer looks very macho and sexy at the same time with its sleek form, well-sculpted fuel tank, and **sporty exhaust with dual outlets**.

The Gixxer features a **mono-shock suspension** for better riding comfort and stability. Its light diamond shape chassis provides functional beauty, structural strength, high rigidity, and a comfortable riding posture. The large front forks help reduce weight and add to the bike's sporty styling.

The **LED rear combination** lamp promotes better visibility while the **sleek headlight** promotes a wide field of view.

The full digital instrument panel is neatly laid out with an easy-to-read speedometer, gear position indicator, shift light, and a digital clock.

The Suzuki Gixxer (P89,900) is available in blue, red, and black.



THE NEW **GIXXER** *DEBUT!*



BRACE FOR AN
EXX HILARATING
RIDE

POWERFUL 155cc SUZUKI ENGINE

with Suzuki Eco Performance to deliver a smooth running condition at low fuel consumption.

SEP
SUZUKI ECO PERFORMANCE



DUAL-TYPE EXHAUST MUFFLER



Dual-outlet muffler (first in Suzuki's small motorcycles) is designed for high exhaust efficiency

MONO-SHOCK SUSPENSION



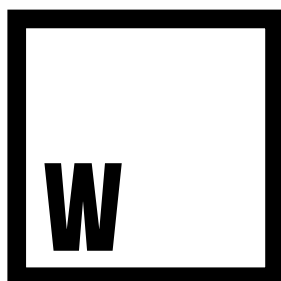
Mono-shock rear suspension for better riding comfort and handling stability.

FULL-DIGITAL INSTRUMENT PANEL



Flat panel design looks like a smartphone. Engine RPM indicator is the same Hayabusa and GSX-R1000 in specification.

SUPERCARS INVADE MANILA



WITH THE ADVENT OF EXOTIC

supercars coming to our shores, Formula driving exhibition on city streets, and major car manufacturers looking into racing as a medium to promote their commercial models, the Philippines is booming with motoring mayhem. Does this mean that we will soon be enjoying the golden age of Philippine racing again soon?

During the Globe Slipstream event held last June at the Bonifacio Global City, I was chosen to be the lucky guy in charge of driving the new Lotus Exige. The sneak preview of the Lotus is part of the ever increasing British presence in the field of Autohub's fleet of cars, including the much loved MINI and the ultra luxurious Rolls-Royce. Mr. Willy Tee Ten is the man that has brought in the racing-oriented brand and has fueled my passion for it after an exhilarating drive around the closed streets of BGC.

The Exige's V6, mid-mounted, 350hp supercharged engine is installed within a beautiful, light body that is almost devoid of high-end gadgets that we associate with an expensive car. Driving it around the closed main avenue of BGC, Exige's terrific handling and driving experience will be forever etched in my mind, along with my fortunate passengers.

MIKE
POTENCIANO



PICK YOUR OWN BRAND

The Lotus was launched last July in their showroom in Greenhills. The first variants to arrive are the Elise, Elise 220, Exige, and the top of the line, 450hp Evora.

The Lotus is not going to be the only supercar in the Autohub group and I know for a fact that there will also be a Japanese marquee joining them with their supercar beater variant next year. Another British supercar, the Aston Martin, was recently announced to be included in Mr. Willy Soong's stable to complement his long line of high-end makes such as the Ferrari, Maserati, Jaguar, and Range Rover.

If you add the exotics from PGA's Porsche, Audi, and Lamborghini, plus BMW M Power models, CATS' Mercedes-Benz, and the growing gray market imports that you only dream of, then you have a heaven for supercars here.

PHILIPPINES LOVE SPEED

With the Philippines considered as a middle class earning country, why do we have so much mouth-watering cars around?

One of my personal observations is that the Filipinos just love cars. The higher end they are, the better.

A friend said that the Philippines is the only country in the whole world that sells more Porsche Turbos than the base Carreras on a pro-rated basis. The same holds true for the Ford EcoSport: the more expensive Titanium is the better selling one.

Just take a look at Burgos Circle in BGC on a Sunday morning and you will see numerous supercars all lined up to be driven by gentlemen who really take care of them. It is always great to see these dream cars on the road and not kept in a garage gathering dust. The owners vary from past racers to hard core enthusiasts who know their cars inside out.

TURBO TIME



Another reason: the glowing Philippine economy is making all of this possible. The country has been upgraded twice in its international credit ratings and it is a positive sign that we are doing good. Even though it has not trickled down to the masses, the Titans' younger generation is no longer compelled to hide their wealth and follow their elders' ways. As long as the money comes from good sources, then I have no problem with them achieving their dreams.

SUPERCARS FUEL THE ECONOMY

Motoring-related industries benefit from this phenomenon. Just look at all the tires, wheels, and supercar shops popping up for the people who want to make their cars more unique. The new guys are no longer contented with just the stock exterior and you can see supercars that are wrapped, flared, and modified to the max. This is what customizing is all about.

Virtual gamers and non-racers have also enjoyed the support given by Nissan in its GT Academy Challenge, which started a few months back. The top 6 winners will now represent the country in the first ever Nissan GTA Asia Championship and it is very historic to be part of it. The winners and people like us who believe in this concept are all excited.

I can safely conclude that motor racing will soon be booming. Now, we have Toyota and the grassroots program of the Vios Cup for novice drivers, which is becoming the standard for racing events. The grids are always full for drag races, slaloms, autocross, and even the two-wheel races.

Looks like we will all be seeing the golden age of racing soon and it is going to be nice to be part of it again. And to all the car nuts out there, here is my advice: never ever give up on your dream and keep up the racing spirit! 

SWIM, DRIVE, RUN

Words **KATRINA RIVERE-DIGA**



HOW DO YOU DRIVE THROUGH FLOODS? THE BEST ADVICE IS "DON'T!"

Unfortunately, you can't avoid it, especially in the metro where even a little rain causes flooding. So if you get caught in a sudden rainstorm and you find yourself past the point of no return, keep these in mind:



TIP!

Don't attempt to drive through water that's deeper than the bottom third of your vehicle's wheels. Better safe than swim!

TURN OFF THE AIR CONDITIONER AND ROLL DOWN THE WINDOWS.

According to an article published by Chevrolet (Thailand), switching off the air conditioner shuts down the fan and decreases the chance of floodwater flowing into the engine.

DRIVE SLOWLY. Driving fast through standing water can generate a wave of liquid under your car. When water enters the air intake of your vehicle and gets sucked into the engine, you should prepare for a costly trip to your friendly neighborhood *talyer* or casa. That's because when too much water is introduced into your motor's cylinders, hydrostatic lock (or hydrolock) happens, which means your car engine stalls and the pistons freeze.

Going too fast on wet roads can also lead to hydroplaning, where your tires slide uncontrollably and lose traction.



www.23f.com/profile_dbrus



TIP!

What if your car stalls in deep water? Unless you're MacGyver, don't tinker with or restart the car as this might do more harm than good. Call a towing service and leave it to the pros. The most you can do is dry your vehicle as much as you can and disconnect the battery if you know how.

STICK TO A LOW GEAR. Drive in low gear to create a small bow wave in front of your car and keep the air intake clear of water. If you drive fast, you create a large bow wave, and the water could just wash back into the engine. Most experts recommend easing into the water at no more than 3kph, and increasing to 6kph once in the water.

STEP ON THE ACCELERATOR CONTINUOUSLY...but lightly. Doing so helps decrease the chance of floodwater flowing into the engine through the muffler. However, if steering acts up and becomes less responsive than normal, keep calm, ease off the accelerator, and slow down.

TAKE THE HIGH ROAD. And we mean this literally, okay? Most of the roads are crowned, so the center is (or supposed to be anyway) the highest part of the road. Stay there when possible, and slowly crawl through the side if you need to exit or make a turn.

PRACTICE COURTESY. Drive with other motorists and pedestrians in mind. Having a vehicle with a high wading depth doesn't give you the license to speed through pools of water, and soak vehicles and people. Be considerate.

TEST YOUR BRAKES AFTER PASSING THROUGH FLOODWATER. Apply moderate pressure on the brakes (while still driving slowly) to dry them. Make sure to leave lots of space between your car and the car ahead of you. If it's safe to stop and get out of the car, you may want to check for debris—leaves and other objects—that could have stuck to your radiator.

Surviving a bath on the road doesn't end there, however. Go have your car checked, especially if you suspect that your engine sucked in water. A qualified mechanic can also determine if any of your car's electrical components need to be replaced so your vehicle can be flood-ready again.



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COVER GIRL

Sarah Carlos

Re
a!

Rockin' Hood,

WEARING A GRAY SWEAT SHIRT, BLACK SKATER SKIRT, AND PAIR OF BLACK FLATS, SARAH CARLOS ARRIVED AT THE LOCATION OF SPEED'S COVER SHOOT WITH A DISTINCT BOUNCE TO HER STEP.

INTERVIEW BY
PAT CALICA

PHOTOGRAPHS BY
MARLON PECJO

SHOT ON LOCATION
THE SHOWROOM @ CIRCULO VERDE



WAS HER GO-GETTER ATTITUDE, SHE SAID, THAT LANDED HER A MAJOR ROLE IN ONE OF THE MOST TALKED ABOUT TELESERYES TODAY. WE CAN ONLY NOD OUR HEADS AND AGREE AFTER WITNESSING HER ENTHUSIASM IN FRONT OF THE CAMERA.

She might be considered a newbie in show business, but you can't deny that Sarah Carlos definitely has the beauty, charms, and smarts—not to mention her passion for acting—to take her far.

And as *Speed* brings you the latest in technology in fashion, it's only fitting to have the freshest face on television on this fast-paced glossy print's cover.

A LOT OF FIRSTS

"Yes, it's my first cover." And it is *Speed*'s first Tech Look issue. How cool is that?

"[The photo shoot] happened a lot faster than I thought [it would], so it's good because it means everybody is efficient. I had fun," Sarah said.

We had fun, too. But for a first-timer cover model, you seem to know already what to do.

I've done photo shoots before, indie shoots with my friends. Sometimes I even do pubmats for school whenever we have events. I haven't had a commercial photo shoot, but I've had one commercial.

I was part of *Muse.ph pa pala*. But it was an online magazine spread. In terms of printed [publication], this is my first cover. I've been part of *K-Zone na rin*, but just on the inside pages.

How did you prepare for today's shoot?

I was working last night [and it] ended 6 a.m. [But] I did as much exercises as I could. Not because of the shoot *per se*, but [because] I am really trying to do that every day. Apart from that, I just slept and hydrated well. That's how I prepare for photo shoots, so that I look fresh.

You're known as Bea Bianca in ABS-CBN's primetime soap *Pangako Sa'Yo*. Tell us how you bested hundreds in the audition for the role.

I didn't really prepare for it because I just found out about it the night before. I feel like when it comes to auditions like these, *walang* preparations *kasi wala namang sinabi na* memorize this piece. I just went there with confidence and of course, I prayed for good luck and guidance.

I've been told that I've bested them because of my go-getter attitude. I'm game for whatever they could possibly throw my way. Not to mention I was headstrong during the audition. When I was there, I had one goal in mind and that was to get the role. I had some doubts here and there, but more than anything, I just told myself that I'm going to do my best, and if they see that I did my best then that's good enough.

It doesn't show that this is your first teleserye. You seem like a seasoned professional.

Throughout my elementary and high school life I would join the dramatics club. I would even mix that up with chorale and [writing for the] newsletter. But I always found my way back to anything that had to do with extemporaneous speaking. I think that's where I found my passion.

I remember that my dad was realistic. Maybe he knew how harsh life can be and told me to get a course that's going to help me sustain myself in the future. That's why I took up accountancy in college.

Prior to college, I auditioned for Radio1 for RX93.1. I got in and that was where I honed my speaking skills more than my acting skills. That's where my hosting [and] modeling career started. In school, I still found myself active in small plays in the classroom. I guess [that's] how I got where I am today, finding myself being drawn back to what I love the most.

Being on a high-profile show, you probably have experience with online bashers already.

I guess I learned to handle them and realized that I can't please everyone. Instead of focusing on the part that I can't do, I focus on the part that I can improve on, because that way, I don't see myself being stuck somewhere. [Just because] I am being hated for something, it doesn't mean I can't be loved for something else.

That's a healthy and mature mindset. If you didn't get into acting, what could you be doing now?

I'd definitely be studying for the boards because I still really want to become a CPA. I ended up loving the idea of having my own business in the future, learning how to handle my own finances, be my own independent woman, [and] be my own financier. I find that as a very interesting career to go into in case [acting] doesn't work out for me.

You can act and deal with numbers. That's impressive. But do you have any out of this world talent?

I could do Stitch's voice.

Can we hear it?

(*In Stitch's voice*) Ohana means family. Family means nobody gets left behind or forgotten.

It's a weird talent, and I discovered it when I was in grade 6. But I'm not doing that as a standup comedy or whatever. I just do it for fun, [to] freak people out.



EVERYDAY GADGETS
iPhone 5, Kindle
FAVORITE APP
Wally
MOST USED APP
MyFitness Pal
MOST PLAYED SONG
"Good Life" by One Republic
INSTAGRAM
@carlos.sarah



DRESS LIKE SARAH

"The best way to describe [my fashion philosophy] is to just be yourself. If you want to wear a skirt over your sweater, just go with it. *Nasa nagdadala naman 'yan.'*"

Sarah admitted wanting to become a fashionable person, perhaps a *la* fashion stylist Liz Uy, but her frugality gets in the way most of the time. "I can't see myself spending that much money on clothes. I'd rather invest them in my insurance or save them. I'd rather get them into stocks."

Silver laceup shoes and maroon hat by ALDO



SARAH CARLOS



Smart girl! But for sure you have lots of clothes given the nature of your work. What are the staples in your closet?

Denim pants and white shirts. And *siguro* I might start with rubber shoes. *Kasi* with my lifestyle, I basically go around to places. I guess [*naapektuhan*] *ako sa isang* article, which I read a while ago, [saying that] smart people don't really think about what they're wearing. I'll be like Steven Spielberg and wear the same thing every day.

Who are your fashion icons—aside from Steven Spielberg?

I think there's only one and it's Vanessa Anne Hudgens. I like how she dresses up.

Who do you follow on Instagram for fashion inspiration?

I follow @lulus on Instagram. I don't really have a lot. I just go on Instagram and see something I like, and if I like it then that's it. I just store it somewhere in my brain for future inspiration.

Do you buy clothes or accessories online?

I've bought things online. I think I bought from Zalora. That happened once. But it hasn't happened again primarily because I'm not good at picking out clothes. Like if ever I find something nice, I don't know if I want to spend P900 on a skirt, so it really depends *talaga*.

Another reason why I don't really buy clothes online is because I'm not good with materials. Even if they describe the material, I don't know what that is. What is polyester like? Sometimes it's in my closet and I don't really know. That's why I find it risky to buy clothes online, unless I've tried out [the clothes] myself.

But what was your actual experience like?

I bought an entire outfit—top, skirt, and shoes. The experience was almost perfect, but they gave me a size too big in terms of the shoes, so I had to bring [them] back *pa*. Other than that, the quality of the items they gave me was good. [The transaction] was fast. And I like the fact that they were texting *pa na* your shipment is on its way.

Despite that, you're still not sold on the idea of online shopping. Where would you prefer to buy your clothes?

At a physical store, just because I could try it out first before I buy it and so that I know what it feels like. But other than that in terms of [non-clothing] items, I can buy them online like my Kindle. It was bought online through Amazon.



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“I CAN LIVE WITHOUT SOCIAL MEDIA. AS LONG AS I COULD TEXT OR TALK TO OTHER PEOPLE WITHOUT A PROBLEM, I'D RATHER PICK MY KINDLE OVER MY PHONE.”

KINDLED SPIRIT

Work has swamped Sarah's schedule, leaving her free time to be spent resting. Sometimes she goes to the mall to watch a movie or have dinner.

"I go to the gym a lot. I wouldn't consider it as rest, but it's a way for me to de-stress. I came to love it because I feel it has turned me into a more disciplined person, a person who perseveres with what she wants."

What else do you do on your downtime?

I love watching YouTube videos, makeup videos, PewDiePie, and those random clips you see *na* comedy. I love watching music videos as well.

I [also] like reading books. But nowadays I only read from my Kindle because I find it more economical. There's no clutter.

You prefer reading from your Kindle over printed books?

Yeah, Kindle over books. For me, you buy the book because you pay for the intellect of the author. [You] don't buy the book because of the paper and everything else. I think if I'm getting the intellect of the author and saving the environment at the same time, I'd rather go for the [Kindle].

What's the last book you've read?

Norwegian Wood by Haruki Murakami. It's not for kids—that's the best way I could describe it. But it's very interesting, and I love how Haruki sort of knows how to plant something philosophical in a very simple scene [in] the book.

And your favorite book of all time is?

It's super childish, but maybe because I read it when I was young and it stuck to me. I guess it has to be the *Percy Jackson* series. I read it when I was in second year high school, *tapos sunod-sunod na*. What made it so appealing to me was the fact that it was related to Greek mythology. I love Greek mythology for some reason.

Can you live without social media?

I can live without social media. I don't mind if I don't have to post anything. As long as I could text or talk to other people without a problem, I'd rather pick my Kindle over my phone. But realistically, the phone.

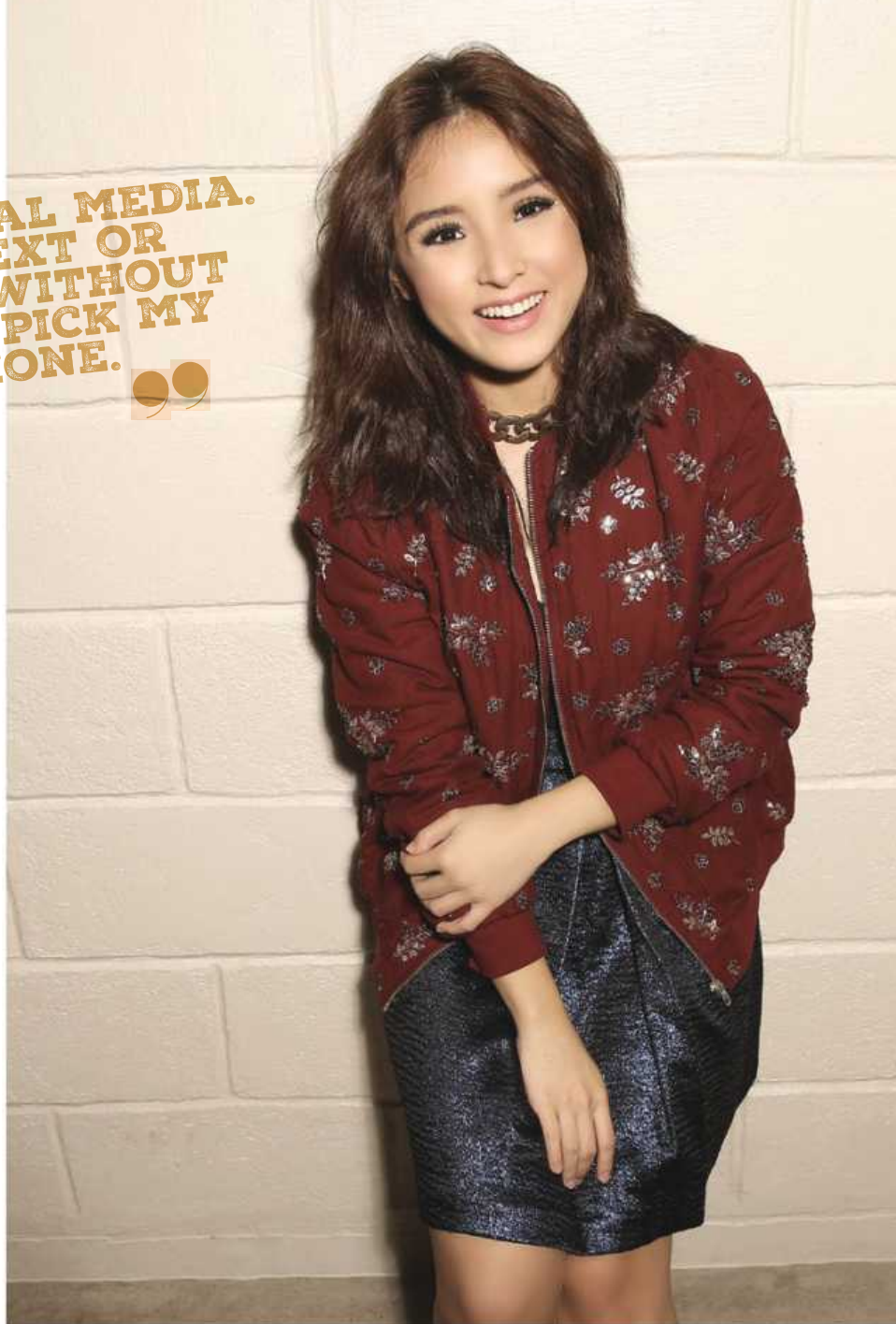
There must be a gadget that you still wish to have.

Why? Are they going to give me? Just kidding!

Maybe for old times' sake, I'd want to have the latest game console. I don't know if I want the PS4 or the Xbox. *Nakaka-miss lang* because when I was young, I used to play the PlayStation 1 *pa eh*. 'Yung mga *Crash Bandicoot*, *Klonoa*, *Final Fantasy*—I used to love all those games, even role-playing games.

You don't play video games anymore?

No, I don't play anymore. The last game console I had was a PS2, and I sold it. I was 13, and I thought I was going to be the girly type of girl. But then I look back and [wish] *sana hindi ko binenta*.



You seem to know a lot about gadgets. How do you choose which to buy?

I think I choose the gadget based on the design and the specs, and the hint of the prestige of the brand. Like with Apple, I've trusted Apple for two years now. The new iPhone is probably going to have much better specs. I love it because it's a classic. Those are the three things I take into consideration: the specs, the style, and the—not prestige *eh*—I guess it's the familiarity I have with the gadget already.

How often do you go online?

I go online every day, but I don't think it would last more than two hours.

How long can you last without an internet?

If I could text, *siguro* two weeks.

What gadget/technology should have been invented by now?

I think [a] teleportation device. Not even flying cars because flying cars could be a headache, I think. But I have mixed feelings about that because, like Sheldon Cooper said, with teleportation, you destroy an older part of yourself and just invent a new one, but basically the same thing. *Wala, di na ako magiging original.* (laughs)





CIRCULO VERDE SKYLINE

The 22-storey Ibiza Tower (left) and the 17-storey Seville Residences (right).

THE EAST PODIUM

The East Podium houses facilities that allow for active outdoor play such as pools, park, play area, and basketball court.



ON THE CUTTING EDGE OF ENGINEERING (A HOME)

Real estate is big business. In a country where residential choices are ever growing—townships and standalone developments are popping up left, right, and center—picking a home has become just a little bit more difficult, but not less exciting. Every seasoned property buyer has a list of non-negotiables, starting with a shatterproof developer cred and a great location. Good. Except nobody ever thinks about the technology, or the engineering.

The relevance lies in the fact that a residential tower is a home, and it should by all means be a reliable piece of structure that can stand the elements.

So Ortigas & Co. tried a more tech-based approach to township-design starting with Circulo Verde—this 10-hectare, master-planned development in Quezon City has about 70% open space, an anti-mall community retail center called Industria, an off-leash canine playground aptly called Hachi Park, and a bunch of other amenities for the urban dwellers who like their peace (at night).

Circulo Verde's unique location—circumvented by the Marikina River—made it an interesting project for international engineering consultants like Seattle-based Magnusson Klemencic and Associates, Canadian scientists and wind-tunnel testers from Rowan Williams Davies and Irwin (RWDI) Inc., and geotechnical guys from Langan Treadwell Rollo.

"Ortigas towers are designed using international state-of-the-art structural design procedures, including the use of a performance-based seismic design (PBSD) process. Through the PBSD procedure, the building is designed to meet

minimum local code standards, but follows many enhanced strength and robustness, detailing and serviceability design considerations," says Joey Santos, General Manager of the Real Estate Division, Ortigas & Co.

He adds: "Using the same approach, the buildings are analyzed using advanced non-linear modeling techniques to estimate structural demands up the building height, which can often be missed in traditional design approaches.

"I'm an engineer, so I know the science behind every concrete slab that has been placed in Circulo Verde towers. I love all aspects of the development from the retail center concept, to the dog park—down to the traffic flow, hydraulic, and wind resistance studies. Engineering matters," concludes Santos.

For 84 years, Ortigas & Co. has been bringing to life some of the nation's safest, most-loved, and most iconic places—and with it, creating new experiences and traditions. And today it continues to build for life. Ortigas is the developer behind residential enclaves and mixed-use projects such as Frontera Verde, Capitol Commons, Valle Verde, Greenmeadows, and the Greenhills Subdivisions.



THE HACHI PARK

An off-leash dog park in the metro.



INDUSTRIA

Circulo Verde's community retail center.



THE SHOWROOM @ CIRCULO VERDE

Calle Industria, Bagumbayan, Quezon City
638.1641 • www.circuloverde.com.ph



LEATHER GOODNESS

BAGS BY RUBBERTREE

Rubbertree Design Studio
Ruben and Trina Flores



bagsbyrubbertree.com



[@bagsbyrubbertree](https://www.instagram.com/bagsbyrubbertree)



[/bagsbyrubbertree](https://www.facebook.com/bagsbyrubbertree)



Scout backpack

Meet the creative couple behind Bags by Rubbertree, a brand that makes you want to dig into your wallet for a chance to tote around quality leather goods in delicious textures and visually appealing finishes. Working from their UP Village studio, the two share with *Speed* what it is like to be modern-day leather craftsmen.

What do you sell online?

We make hand-crafted leather bags and small pieces for organizing your life.

How do you stay in touch with your customers and suppliers?

We have a very active Instagram feed. Most of our current work and going ons in the studio are logged there.

For our suppliers, we personally purchase everything we use because quality starts with our raw materials, so selection is crucial.

Do you maintain your online account/s, and handle orders, inquiries, and shipments on your own?

Yes, we personally answer all emails and queries on Instagram and Facebook, and handle shipping.

Your photos look amazing. Who takes them?

Thank you. Both of us take the photos we post.

What made you decide to sell your work online?

It was a free platform that we decided to use. We do hope to have a brick and mortar shop sometime soon.

Have you been making and selling these items even before you became an online seller?

We set up our website as we were building our work. We both come from documentation-oriented training in college. We felt it was important to have a history of how our pieces develop and to have online presence. We are also both very OC when it comes to making, so from our first study, we took on the challenge of selling it when family and friends offered to buy them.

What accounts do you follow on Instagram for design inspiration?

We follow other handmade leather makers around the world. We enjoy the community because we get to see what's going on elsewhere, and we constantly learn from each other. We are primarily designers and we give high regard to fellow designers, even non-leather makers.



Ruben and Trina Flores



Scout

FAST FACTS

Gadgets you can't live without:
mobile phone
camera
laptop

Most used apps:
Instagram
Gmail
Google Calendar,
Keep, and Maps
Waze

How many hours do you spend online?
2 to 3 hours a day

So, how did you start making these items?

It started as a design challenge that we took. We have been in the design industry for quite a while and have been working on computers for the most part. We wanted to go back to working with our hands, and as far as we knew, no one was designing and making hand-crafted leather bags at the same time.

Where is your workshop?

We have a home studio in UP village. We work in our terrace largely due to the material that we use. We need to be in a well-ventilated area. You'll see lots of leather rolls and all sorts of hand tools.

What tools do you use to make your masterpieces?

We have cutters, metal rulers, all sorts of punchers, and good quality needles and threads.

How long does it take you to finish one design?

It depends on the bag design. Some take a day, while others take several days to make, especially the ones with a lot of parts. What takes the longest is choosing the right type of leather for a piece. We have learned to "read" leather, knowing which parts of the hide are good for what parts of a piece.

Do you get help?

We have a very tight team of four. Both of us do the designing and the cutting, and we have two assistants who help us in punching and sewing the pieces.

Walk us through your typical designing and creating process.

It can begin with a beautiful piece of leather or a bag design that we want to try out. These take turns in being first. Then we draw up specifications and study and plot measurements and make a prototype. We do a "test run" afterwards to make sure the bag rides well on the body and that the bag turns out to be a good piece that will last a long time. Our pieces go through constant editing and critique. We continuously tweak our designs, let's say we add a little detail on a certain piece, this detail will then find its way to our other pieces that we think will benefit from this addition.

BAGS BY RUBBERTREE

H

You mentioned earlier that you hope to open a physical store...

Definitely. But when, we're not sure yet. Haha! We're pretty happy with our occasional pop-ups and joining art fairs. This gives us enough time to make a good collection before an event.

What are your other design projects, business ventures, and/or hobbies?

We have a design studio that focuses on brand development, exhibit design, product packaging, and the like.

What's your offline life like?

We have two kids—10- and 6-year-olds. They take up our off-work time.

Funny, because offline, we also find ourselves still making bags! We use this time to try out personal pieces that we otherwise cannot do when we service our orders and build up our collection.

What to you is the most crucial part of e-commerce (e.g., taking good photos, being active, injecting humor in posts, using hashtags, interacting with customers)?

Consistency and truthfulness because the clients feel this honesty. Everything mentioned above also plays important parts.

Share with us a boo-boo, a funny anecdote, or a major challenge you've encountered through your online store.

There's the occasional "what's your minimum order?" and "can you make a few hundred of these?" We'd have to beg off nicely and explain that we make all our pieces by hand. No sewing machines or mechanical/industrial cutters. So, it takes time to make them.

Based on your experience, what are the best and worst things about selling your work online?

Best would be that it is always there, 24-7. Someone in England can view our work at a time when we would be sleeping in Manila.

Worst, it can take time away from making pieces. Answering queries via email can sometimes eat up time. But this is still a happy problem, not really the worst.

If you didn't have Instagram, other social networks, the internet, and everything digital, how would you be sharing your handicraft with the rest of the world?

We'd have to try our luck with word of mouth.



Mini weekend

AUTHENTIC AND FINE CRAFTSMANSHIP

13 LUCKY MONKEY

Dante Dizon, Noli Coronado, David Sarno,
and Ryan Hao



13luckymonkey.com



@13luckymonkey



/13luckymonkey



13luckymonkey@gmail.com

Photos **Ben Chan of BlacksheepManila**

There is no shortage of detail, grit, and fine craftsmanship in these wearable pieces of art. Learn more about the people, process, and tools behind these silver ring sculptures as Dante Dizon readily answers *Speed's* questions on behalf of the rest of 13 Lucky Monkey, a brand made up of a team of silversmiths and bike riders.

Tell us about your online business.

We sell custom rings, bracelets, and motorcycle jewelry.

How do you stay in touch with your customers and suppliers?

Email most of the time

Do you maintain your online accounts, and handle orders, inquiries, and shipments on your own?

Yes, everything except the website is run by me.

Do you work with a professional photographer? Your photos look great.

We shoot with Ben Chan of BlacksheepManila. For Instagram, I use my iPhone or a Fujifilm X10.

What made you decide to sell your work online?

The world is smaller now with the internet. Social media allows us to share our work out there. It's amazing.



Custom Jason Montinola x 13 Lucky Monkey skull ring

It is! Have you been making and selling these items even before you became an online seller?

Yes, we used to make them, and we were clueless where to sell. We put up a blog to chronicle our work and our progress, then we moved to Instagram and Facebook to widen our reach.

What accounts do you follow on Instagram for design inspiration?

@benjiescaferacer
@blacksheepmanila
@shinethegloom
@pipeburn
@bikeexif



/SpeedMagazinePH



@SpeedMagazine



@SpeedMagazine



How did you start making these items?

We started out when I kept buying pieces when I was traveling. I was frustrated all the time. My partner Noli, a sculptor by trade, decided we should try making our own. We researched together, found suppliers, and [eventually] studied metalsmithing on our own.

Where can we find you? What can we see there?

We have a studio in Guadalupe behind Rockwell. It's really a workspace, there are a lot of motorcycles, carving stuff, and our personal art scattered around.

What are the tools that you use to make your masterpieces?

We make our own tools. We use copper and brass. It is more comfortable making our own tools.

Wow. Excuse us while we pick up our jaws from the floor. How long does it take you to finish one design?

It takes three weeks to turn one ring into wax. We have two team members, Daweed and Samury. Noli has been training them, and we distribute the work equally.

Walk us through your typical designing and creating process.

We usually start with a sketch. We all design together. We run ideas by each other in terms of feasibility and aesthetics. We all have to agree before we bring out something into the world.

Do you have plans of opening a physical store soon?

We have no plans. We want to focus on creating. We tried an online store in a forum; the demand was too huge for a small team. We cancelled it for fear of losing the quality.

What are your other design projects, business ventures, and/or hobbies?

We like motorcycles a lot. Our venture started out to fund road trips, gasoline, and tollgate fees. That was the plan.

What's your offline life like?

I personally work on TV commercials for Leo Burnett. I'm a homebody. Noli has no social media [account], just email. Ryan and Daweed have Facebook. We're basically tinkers. If we're not in the garage working on a bike, we're out there riding them.

Any challenge you've encountered through your online store?

I think it's the sizing. Sometimes when clients get fit, sizes are miscommunicated. They have to send the rings back for resizing.

What to you is the most crucial part of e-commerce?

I think it is always the story behind the piece. Good photography is a must; you have to work with your photographer to tell the story via visuals. It's the fun part.

FAST FACTS

Gadget you can't live without:
iPhone. It's my camera and my link to the world.

Top 3 on your gadget wish list:
Leica M9
MacBook Air
Bose radio

Most used apps:
Instagram
Weather
Waze

How many hours do you spend online?
At least 6 hours

Based on your experience, what are the best and worst things about selling your work online?

Low ballers who don't understand the work. At the end of the day, it's not the price of the material they are paying for but the skill level and your mastery of the craft. For our work, it is not mass produced. There's passion in the work. When you have to send the piece out to the client, it kinda hurts to see the work go to someone else. That's how attached we are to the pieces.

If you didn't have Instagram, other social networks, the internet, and everything digital, how would you be sharing your handicraft with the rest of the world?

I wouldn't know really.



FLIPTOP TO THE TOP

CHRISTOPHER JOHN "SHEHYEE" ROSALES ONGKIKO

Spotify Emerge 2015 Grand Winner

Joining the ranks of emerging international music icons like Bastille, Lorde, and Macklemore & Ryan Lewis is rising rap superstar Christopher John Rosales Ongkiko, known to rap battle fans and YouTube regulars as Shehyee. He was named the first-ever grand winner of Spotify Emerge Philippines, besting nine other up-and-coming OPM stars.

Shehyee embodies the changing local music scene, whose listeners are taking on a different platform to get content and discovering new music style choices.

Does it come as a surprise to have a rap singer win a local music competition? Probably not. For one, he was chosen based on his music's virality—the number of streams, follows, and shares—within the music platform. Two, if you've been following this rap whiz kid, you'd know he has been creating buzz even before the competition.

The best thing about Shehyee's win is it puts the spotlight on rap music as a legitimate genre, bringing it back to mainstream consciousness but this time through a new medium and in a new format. As *Speed* talks to Shehyee, we discover rap music again as an outlet that requires a highly mental and creative process. Read on and you would, too.



What got you to join Spotify Emerge?

Viva, my record label, asked me if I want to join Spotify Emerge. I searched about it, what is Spotify Emerge, and *nalaman ko na—wooo!*—Macklemore and some other big names [*ang nanalo na dito*]. Game! *Ayun lang*. Yeah, let's go!

Did you expect to win?

Actually, *nagulat talaga ako kasi sa* event to celebrate the Spotify Emerge winner, there were a lot of big people, a lot of media. I'm not used to that.

You should get used to it eventually being the big winner. Congratulations! But how did you get into rapping in the first place?

[*'Yung*] older cousin *ko*, *mahilig makinig ng hip-hop at rap*. *Na-introduce siya sa akin nung grade 3 ako*. *Ginagaya ko 'yung pananamit niya, mga pinapakinggan niya*. Eminem, Andrew E., Salbakuta, Bone Thugs—*kinakabisado ko 'yung mga rap nila, lalo na si Eminem*. Eminem is my hero.

Who are your other music influences?

[Among international artists], Drake and Lin-Manuel Miranda. [Lin-Manuel] is a rapper and writer *ng musical na In the Heights* that won a Tony Award. It's a rap musical that was performed in the White House.

[*Sa local*], Stick Figgas—number one *yan sa list ko*—Loonie and Ron Henley, Gloc 9, [and] of course, Andrew E.

What about your favorite bands?

Local? Of course, Eraserheads, Parokya ni Edgar—the legends sa OPM. International, Maroon 5.

When did you start to rap seriously?

Nag-start akong sumali sa FlipTop battles five years ago. Na-discover ko siya sa YouTube. As Pinoy hip-hop fans, gutom kami sa local content. [The] mainstream media feeds us with international content; rare ang local content. Meron nang mga rap battles before FlipTop, but it's not the same format and kaunti lang. Sakto, bagong upload lang [yung FlipTop battle video kaya] nakita ko. Minessage ko si Anygma sa Facebook and asked him paano sumali, anong requirements.

Do you still remember your first FlipTop battle?

2010. *Kabisado ko pa kung ano suot ko, pati yung experience. Masaya [yung first time]. Kasi before joining FlipTop, ang hilig ko talaga is rap music. I just learned to love rap battles along the way.*

How was it for you in the beginning?

'Yung experience masaya. Growing up during high school [at] kalakasan ng Pinoy OPM bands, tingin talaga sa rap baduy eh. Sa school, iilan lang kaming estudyante na mahilig sa Pinoy rap. So it was my first time na pumasok sa isang event ng hip-hop. Never pa akong nakapunta sa mga concert [or] events like that.

Did you expect that kind of reception when you started?

Hindi. Ang goal ko talaga kasi kaya ako sumali sa FlipTop ay baka may makilala ako dun na marunong gumawa ng beats. Ang hiraip ng makahanap dito sa Pilipinas ng hip-hop producer. Dahil kaunti na nga ang hip-hop heads sa circle of friends ko, sabi ko baka may makilala ako sa community.

Who were the MCs you enjoyed battling against?

Na-enjoy ko yung battle namin sa Dos por Dos—me and Smugglaz vs. Loonie and Abra. It was actually one of the highlights of my rap battle career because Loonie is my idol. To be able to stand there on the same stage with him, na ma-meet ko siya, di ko ine-expect yun.

And you won against Loonie and Abra. How was that?

Masaya. Masarap sa feeling. Di ko alam kung paano i-explain, pero ganun.

Beating your idol will definitely leave you speechless. Now, let's talk about your rapping style.

'Yung content is about growth and maturity. Yung style ko ng rapping is mixed. In the middle of my rap sometimes I sing.

Do you still join rap battles?

Oo, recently lang. Last March. After four years bumattle ako ulit kasi na-miss ko lang. It's like going back home, looking back.

Is it all improv or do you prepare for rap battles?

FlipTop is a written battle league so you are expected to prepare. We can show up there and be spontaneous. *Pero* if we are given time to prepare and we're expected to prepare, why not prepare? I don't want to show up unprepared. I don't want to disappoint people who went there to watch me.

How do you prepare yourself?

Nadala ko kasi yung attitude ko sa school, which is cramming. We are given a month to prepare. Pinakamatagal kong preparation is one week. Ang madalas talaga bukas na yung battle, ngayong gabi ako magpe-prepare. Pero all throughout the month na binigay sa akin, I think. I write down notes. Nagko-collect na lang muna ako, saka ko siya ilalatag.

What do you like most about rapping?

Maganda siyang way na pang-warm up ng creativity mo. Pinaka-gusto ko [rin] sa rap yung pagiging spontaneous niya, yung nakakapag-isip ka out of the box. Randomly matatawa ka na lang na paano ko naisip yun. 'Yung challenge, yung brain exercise ang pinaka-gusto ko sa rap.

And that's what people should realize: the level of creativity that rap entails. Is there anything you don't like about the scene?

'Yung ibang rapper na baduy. Kapag ang nira-rap nila ay paulit-ulit lang, nasabi na ng iba. [Kapag] yung rap mo hindi bagay sayo, hindi pasok sa personality mo. Kasi kadalasan mini-mimic lang nila yung naririnig nila sa ibang bansa.

What do you think about the music industry in the Philippines?

[The] Music industry is changing. It's too late na nga actually, pero it's adapting sa technology. Some say R.I.P. OPM, right? OPM is very alive. *Hindi niyo lang alam kung saan kayo titingin. Hindi niyo lang alam kung saan kayo pupunta. Hindi niyo lang alam kanino kayo makikinig kasi kulang sa effort to search for it. 'Yung diamante, hinuhukay yan. Di naman yan andiyan lang.*

That's very true. We have so many creative artists waiting to be given a break. How about the state of local rap music in particular?

Marami nang nakikinig sa rap music ngayon. Sa rap kasi expected na original ka, expected that you write your own. Expected na something fresh. [Ang] rap music dito sa Pilipinas is very much alive, very healthy. Sana lang wag tamarin na gumawa ng gumawa [at] mag-contribute ng bago yung mga local artists. Sana laging may bago.

What projects do you have after Spotify Emerge that we should watch for?

They're waiting for me to release my next single after my album. I already recorded it. It's on its way. We'll go from there. According to them, they'll promote me, my music.

FAST FACTS**Song that can make Shehyee:**

Smile: *Trumpets* by Jason Derulo

Cry: *Lost Stars* by Adam Levine

Dance: *Uptown Funk* by Mark Ronson ft. Bruno Mars

Sing: *Dazed and Confused* by Jake Miller by Travie McCoy

Revved up: *Till I collapse* and *Kings Never Die* by Eminem

Most played song: *Crooked Smile* by J. Cole

Most played album: J. Cole album

Favorite mobile apps: MMDA app, Spotify

Games you play: *Dota 2*, *Counter Strike*, *Global Offensive*, *Skyrim*

Everyday gadgets: iPhone 5 and my gaming laptop

Audio gadgets: Complete Steelseries gaming peripherals, exclusive Spotify headphones



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Auke Possel, TW Steel Global Marketing Director, with Sebastian Ripoll, Venus Raj, and Nico Bolzico together with the TW Steel Team

HITTING IT BIG TIME

TW Steel celebrates 10th anniversary with new timepieces

TW STEEL STARTED OUT IN THE NETHERLANDS IN 2005 AND WAS FOUNDED BY THE FATHER-SON DUO TON AND JORDY COBELENS. A simple conversation on the popularity of oversized watches was all the catalyst needed for Ton to take a bold step into action. Thus the iconic TW01, TW02, TW03, and TW04 watches were born.

Today, 10 years later, TW Steel's big, bold watches continue to be a hit with watch lovers hooked on the larger-than-life attitude encased in premium materials.

TW Steel opened its first boutique store in the Philippines in 2008 at The Podium Mall. There are currently seven standalone TW Steel boutiques and over 30 multi-brand stores carrying the brand in their portfolio.

As part of the 10th anniversary celebration, TW Steel launched a special limited edition watch—the Apex Canteen—with only 200 units globally, 15 of which will be sold in the Philippines.

These limited edition timepieces, in addition to being Swiss-made, feature an ETA 7750 Valjoux Chronograph Automatic Movement, a sapphire crystal, a steel case with hammered bezel, and a black embossed dial with month and day display. Each Apex model is strapped with real crocodile leather and is 10ATM waterproof.

A new Canteen Collection was also unveiled. Each design from the collection's 3-Hand, Chrono, and Automatic movement editions will now include 45mm and 50mm case size options.



Venus Raj



James Younghusband



Sanya Smith



ABS-CBN Publishing Head Ernie Lopez



Manuel Dacanay of TW Steel Asia unveils the Special Limited Edition 10th Anniversary TW Steel "Apex Canteen" watch



CLEVER x CHIC

*Delsey x Starcktrip by
Philippe Starck launched in PH*

PARISIAN SENSIBILITIES AND AESTHETICS ABOUND IN THE LUGGAGE COLLECTION FROM FRENCH BRAND DELSEY AND RENOWNED FRENCH CREATOR, DESIGNER, AND ARCHITECT PHILIPPE STARCK.

Primer Group, the official distributor of Delsey in the Philippines, recently launched in the country the Delsey Starcktrip collection, conceived on a single concept: intelligence in motion.

Durable, timeless, and incorporating discreet technology, each piece of luggage has been subjected to stringent quality tests and is guaranteed for life by Delsey. The line includes unisex bags fit for work, formal trips, or casual weekends.

The bags in the collection are made from durable Teflon-treated polyester with Polygiene antimicrobial nanotechnology to protect them from dirt and bacteria, inside and out. Fabric screens protect from data theft, while stain- and water-resistant fabric and zippers protect your stuff from gentle rain.



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#NeverUncomfortable

RES|TOE|RUN introduces the latest evolution in Sanuk footwear



Sanuk's Brand Manager Pepe Cervero and actor Luis Alandy

SANUK PHILIPPINES, IN COLLABORATION WITH RES|TOE|RUN, HELD A SPECIAL EVENT TO LAUNCH ITS FALL/WINTER 2015 COLLECTION HEADLINED BY THE EVOLUTION OF THE CLASSIC SIDEWALK SURFER.

Members of the media, industry partners, and young style influencers were among the select group to get a sneak peek at the exciting Fall/Winter 2015 collection.

The Sidewalk Surfer has been an iconic style for the Sanuk brand since its inception in the early 2000s. With the globalization of fashion trends, it seems only natural for the classic Sidewalk Surfer to bring some global fashion inspiration into its modern day evolution.

The Cavalier Collection draws inspiration from the street crossed with some European styling. With subtle stitching details, leather accents, and a new sculpted outsole, the Cavalier will take you everywhere—from evening cocktails, a day trip to the beach, or to the bearded hipster gathering.

The Alphie Collection, on the other hand, is the sophisticated woman's take on the classic Sidewalk Surfer. With loads of flexibility, Sanuk's patented yoga mat insole, a low and sleek profile, minimal stitching, and subtle leather details, shoes from the Alphie Collection bring a lot of good vibes to contemporary plimssoles. The new Alphie Collection is launching exclusively through Res|Toe|Run and will be available in select stores across the country.

Sanuk is exclusively distributed in the Philippines by the Primer Group of Companies.



Primer's Macel Abejero & Aileen Frugal with Nina Ricci Alagao



Sanuk's Brand Manager Pepe Cervero with Nina Ricci Alagao



Actor Luis Alandy and co., and Rima Ostwani



BE THE BOSS



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THE BOLT-68 COLLECTION INCLUDES THE CHAIN AND MEDALLION FOR TURNING YOUR EXCLUSIVE TIMEPIECE INTO A DISRUPTIVE POCKET WATCH



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DID YOU KNOW?

MEN CLUELESS ABOUT FASHION CAN NOW STEP OUT OF THE HOUSE LOOKING PUT TOGETHER THANKS TO A STYLIST RIGHT IN THEIR POCKET.



Interested? Download myDiModa from the App Store or Play Store so you can stop worrying about which pair of pants or shorts works well with that pink polo shirt in your closet. The better news: you don't have to overhaul your wardrobe to look more fashionable because the app works with the clothes you already have.

Using advanced algorithm and artificial intelligence, myDiModa figures out what piece of clothing goes well with what based on the photos of your clothes. You can even pick the event—casual, night out, or formal—and the app will style you based on that.

But just in case you do want to make a fashionable purchase, myDiModa just recently partnered with Amazon and launched an in-app purchasing feature so you can easily buy directly within the mobile app.

Journal



VAL J. GONZALES

The fashion of the Iron Man

Unraveling the latest trends in armor couture

MARVEL ENTERTAINMENT, LLC, MAY BE KNOWN FOR ITS COMIC BOOK LINE, BUT IT HAS SUCCESSFULLY INVADDED THE HIGH-TECH FASHION INDUSTRY TERRITORY SEVERAL TIMES. THE LATEST EVENT WAS A COLLABORATION WITH CELEBRATED INDUSTRIALIST AND STARK INDUSTRIES CEO TONY STARK FOR THE MUCH-HYPED ARMOR FASHION LINE.

The multimedia giant unveiled Mr. Stark's collection on a runway show in the recently concluded New York Fashion Week. We were there to cover the event and scrutinize in detail the new Model 3 Iron Man armor.



The Model 1 was created out of iron to help Stark escape the terrorists who captured him in Afghanistan, but it registered on TV as a drab and clumsy metal robot that came out of a monochrome Japanese manga book.



The Model 2 overhauled the older design and came up with the trademarked use of red and yellow primaries, giving birth to colorful accessories along the analogous color bloodlines of red-orange and orange-yellow shades.

The horns in the original faceplate were also dropped to give Iron Man a trustworthy look. The rivets that used to be visible throughout the armor are now covered by shiny metal plates.

EXOSKELETON DESIGN

The Model 3 armor is designed to provide the wearer huge advantages in strength and endurance.

A sophisticated software serves as the operating system controlling various motors powered by hydraulic (fluid) and pneumatic (air pressure) systems.



Your favorite seafood such as lobsters, crabs, clams, snails, and other mollusks provide the inspiration for the exoskeleton design. Elements are borrowed from common household sights, including cockroaches, beetles, grasshoppers, Leonardo, Michelangelo, Raphael,

and Donatello, to give the armor resistance and proper actuation.

As much as possible, the movement range of the armor should mimic the human anatomy to avoid injuries like hyperextended joints and muscle tears to the wearer.

POWER SUPPLY

The Model 3 is driven by the patented ARC-powered particle beam generator—the small, pulsating, donut-shaped device embedded in the armor's chest plate. The designer surely made good use of blue and red LED lights, imbuing the wearer with a sense of power.

The particle beam generator works by bringing fusion power generated by the collision of two atomic nuclei moving very fast, resulting in a bigger atomic nucleus which releases tremendous energy. The biggest fusion reactor in the solar system is actually our sun.

The toroidal shape of Iron Man's power source is not a coincidence. This donut-like form can contain atoms moving at very high speeds. The container has electromagnets that curve the atoms' paths, making them run in circles, collide, and release energy, instead of shooting out into different directions.

How could Stark make it so tiny yet powerful enough to feed electricity to the navigational, weapons, and computer systems in the suit? Scientists are left amazed and stumped.

MOBILITY

In the earlier models, Stark installed miniature air pressure jets at the bottom of the armor's

boots. Powerful bursts of air enabled Iron Man to jump several feet high and glide back to land.

Beginning with the Model 3, the materials for the armor and the boots were made significantly lighter by using flexible mesh alloy instead of heavy rigid metals. Stark also experimented with electro-chemical propulsion instead of air jets for a more powerful thrust.

The real question is how can Iron Man fly horizontally with a vertical thrust?

The answer lies in the Repulsor technology built into the armor. Repulsors are connected to the power supply and can release minute bursts of energy in different directions. Combined with computer-controlled gyroscopes, repulsor beams help keep the user afloat as long as the jet boots are fired. This is like riding a bicycle on air.

WEAPONS

Repulsor systems, a particle beam weapon installed in both palm gauntlets, are the main weapons of the armor. It is used to deflect physical objects or to repel energy attacks. When on the offensive, the particle beams can be focused on a powerful single stream or fired as wide beam, albeit less powerful.

The Model 3 has another powerful weapon in the form of the Unibeam. It can be used as searchlight that is able to project beams in all of the light spectrum. In a single shot, it can destroy even the likes of Hulk. However, it eats so much energy from the power supply that its use is limited only to the direst situations.

UNDER ARMOR WEAR

At one point, Tony Stark let J.A.R.V.I.S., the armor's personal computer, talk to the fashion media. Several reporters got impressed, but of course we know that anything invisible is not very fashionable.

To close the show, male models displayed the under armor fashion line. No model in the show sported a trimmed beard and a moustache.

SALVAGE YOUR RAIN-SOAKED STUFF

Words **PAT CALICA**

Summer seems not too long ago. Now, rainy days and Mondays have invaded the whole week. Going out leads to inevitable disasters: ruined shoes, soaked socks, a broken umbrella, and a soggy bag. You get the picture.



The ultimate hack to avoid the deluge? Stay at home and call in sick. But alas, most of us are still slaves of work and school. So when the worst rain shower unexpectedly strikes, just face it and try these tips to save your wet stuff from further damage:

TAKE YOUR PANTS OFF...

And twerk it? Nah. But you need to take your clothes off after getting soaked in the rain or you'll catch cold. Make sure to hang your clothes dry. You shouldn't leave them wet—unless you want to grow mushrooms on them.

You can also hang them behind the fridge, if you own an old model with coiled metals at the back.

Mind the suits and wool or cashmere sweaters, though. They're more delicate, so just press out the excess water (do not wring them) and lay them on a clean, flat surface and reshape them as they dry.

SAVE YOUR SHOES

Shoes are the first ones to get wet when the rain decides to suddenly pour.

Take those kicks off and remove the water logged inside. Use the newspaper you were reading earlier to dry your pair. Stuff some crumpled newspaper inside and wrap the rest of your shoe with a few sheets to absorb the remaining water as well as the funny smell.

If you're unfortunately wearing a suede or leather pair, stuff your shoes with paper to keep them in shape while drying. Clean mud spots on your suede with a pencil eraser or apply polish to your leather to restore color and add protection.

SOUSED SACK

Remove all items inside your bag. Make sure to keep all compartments open and if possible, turn the bag inside out. Much like shoes, drying your bag depends on the material it is made of.

Bags made of cotton and canvas can be dried by wringing or using a dryer. You can hang them to air-dry or warm them at the back of your old school refrigerator. Nylon bags are low-maintenance, requiring you to just dab off the moisture with towel.

SALVAGE YOUR RAIN-SOAKED STUFF

Leather bags should be treated carefully. After you dry the wet stains, place the bag in an area with open ventilation. This will prevent unwanted odor from developing. Apply polish or conditioner to shine and protect the leather material.

GADGETS GET WET

If any of your gadgets has been doused, immediately cut off power—unplug, remove the battery, or turn off the device. It would be better for your peace of mind if you accept early on the fact that you'd be without your device for a couple of hours, or even days.

Strip your gadget down to open up as many airways as possible. For phones, tablets, and digital compact cameras, remove the back cover, port covers, as well as memory or SIM cards.

We don't recommend stripping down your laptops, DSLRs, and unibody devices, though. This step is best left to experts.

Use a vacuum cleaner with a narrow nozzle to suck any moisture left. And please, don't attempt to use a blow dryer. It can melt the internal components of your gadget or push tiny particles inside the device, so using a blow dryer on cool shot mode won't fly, too.

An alternative for drying your phones and tablets is to bury them in a bowl of uncooked rice or put them in an airtight container with packets of silica gel.

MONEY ON MY MIND

Drying coins is a no brainer; wipe them with a dry cloth and you're good to go.

Bills, on the other hand, are trickier because you don't want to damage them or else businesses will no longer accept them.

The easier way to dry your soaked bills is to lay them out on top of an absorbent paper or cloth and let them air-dry.

Need your cash immediately? Ironing your wet bills is quicker. Set the iron to the lowest heat and keep moving it over the bill. Never press the iron on the bill and wait. You'd be burning money—literally.

Credit, debit, and ATM cards are laminated and can withstand getting wet without any issues. Just wipe off the water with a cloth.

However, using a blow dryer may warp the plastic on the card and affect the function of the magnetic strip because of the heat, so that's a no go.

ACCE-SOAKED-RIES

Jewelry items made of silver, gold, and other metals need no elaborate drying. Simply wipe the water with a cloth and voila! They're as good as new. Do it immediately, though, as some pieces may be prone to rusting.

While most watches nowadays are water-resistant, their straps are still prone to damage. Leather and textile straps are to be dried differently than metal ones.

IF ALL ELSE FAILS...

Enjoy the cuddle weather in the warmth of your bed and be prepared the next time you decide to brave the heavy rains.

NIKE METHOD CONVERGE AND MATTER PUTTERS



Tour-proven RZN Groove insert softens feel and delivers faster forward roll.

Nike Method Converge and Matter Putters featured Method technology with a RZN material, the same RZN used in the Nike RZN golf balls. Nike Club designers utilized some of the findings from the golf ball team and applied it to the face of the putter to give it a softer feel and delivers faster forward roll.

A RZN layer between 304 Stainless Steel actively manages forgiveness resulting in 10 percent tighter dispersion. A "T" shaped alignment aid helps find the proper address position.

Integrated RZN provides Centre of Face performance across the face and creates "T-Alignment Aid", which is easier to Line up, and MAKE THE HOLE 10% BIGGER.

RZN GROOVE INSERT, provides ideal launch and skid conditions. It offers true roll and soft feel.

RZN POLYMER – Mass Dampening layer negates gear effect on off center hits, resisting rotation, and getting the ball closer to the hole.



CounterFlex Technology



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KEY BENEFIT: Dial in your feel & adjust Total Club MOI A 75-gram CounterFlex Weight moving 15" is allow golfers to adjust the 75g weight to their ideal position Paired with our Converge Head for maximum benefit. It is our most stable putter ever offered to help players improve the tempo and rhythm in their stroke

**Putter Method Matter
GREAT FEEL AND TRUE ROLL**

Key Benefits:

- Better Feel
- Speech Control
- Improved Roll

PICK THE RIGHT RUNNING SHOES

Words **MARTIN A. CUYEGKENG**

Some boots are made for walking, while running shoes are made for, uh, running. But it is really more complicated than that.

Buying a pair of running shoes may seem like a run around the park. Little do people know that there is actually a science behind purchasing the perfect pair.

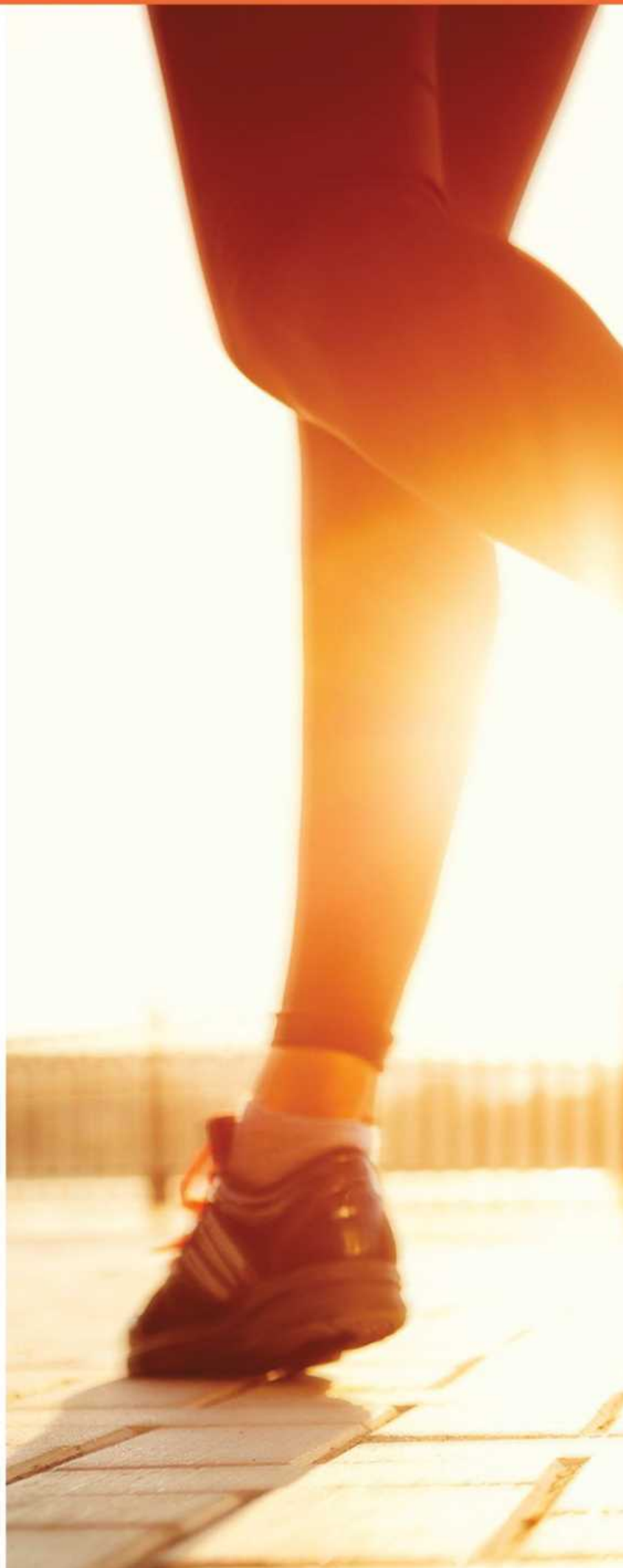
The art of finding the right pair that fits you begins with identifying the type of feet you have. For now, forget about the rule that your feet grow bigger after an afternoon of walking or that there should be an inch of wiggle room when you try the shoes on. More than knowing the size of your feet and how they swell up, identifying what kind of feet you have for running is the key to finding the right pair of running shoes.

3 TYPES OF FEET

There are three types of feet, and it all boils down to the arch. The first type is said to have no arch and is commonly referred to as **flat feet**. If you are flat-footed, your feet tend to overpronate. This means that when you run, your feet roll inwards.

Look for: shoes with greater stability. Watch for keywords such as 'motion control' and 'stability' when shopping for running shoes. These shoes will provide the necessary support that you need to keep them from injuring themselves.

Check out: For stability shoes, read about the **Brooks Adrenaline GTS 15** we tested in this issue (p.59). It comes with Brooks' BioMoGo DNA technology that gives your foot adaptive cushioning at every impact. You can also hunt down the **adidas Supernova Sequence Boost 8**, built for runners with slight pronation but require stability control for correction. Its full-length EVA Stable Frame supports and protects your foot from toe to heel.



The second type is the **high-arched foot**. If you have a high arch, you supinate or underpronate. If flat feet roll inwards when running, high-arched feet roll outwards.

Look for: shoes with greater flexibility over stability. Flexible running shoes have soft midsoles that help absorb or cushion the shock when running, thereby reducing the chances of injury and pain. Comfort is more important over stability in the case of high-arched feet.

Check out: The **Asics Gel-Evate 3** is a comfortable shoe designed for underpronators. Its FluidRide midsole technology gives your foot cushioning, while rearfoot and forefoot GEL Cushioning acts as a shock absorber from impact. If you want to stride free with minimal support, consider the **Nike Air Pegasus 30+** as an option. Supporting your run is its thick midsole made of Nike's Cushlon EVA foam.



The last type is what most refer to as **normal or neutral feet**. As the name suggests, neutral would basically fall between the two aforementioned arch types. It is the most common type of foot and the least susceptible to injuries.

Look for: any kind of running shoes. Most types of running shoes are fine, but it is best to not have too much emphasis on finding a pair with stability or motion control. Leave that to the flat-footed folks.

Check out: If you like speeding down the lane, the **Newton Distance 4** is a neutral speed trainer ideal for fast-paced runs and races. But if you want a more cushioned neutral shoe, the **Mizuno Wave Enigma** could be a good pick. It is a neutral pronation shoe with 10mm midsole drop built with cushioning for high mileage and daily training.



MEASURE IT!

If you're still figuring out what type of feet you have, a simple solution to your predicament is to wet your foot and step on a piece of paper. From there you'll be able to gauge how deep or shallow the arch of your foot is.

Now, run to your nearest sports store and find the perfect running shoes for you.



IP RATING 101

Words JOHN SOSMEÑA

Ever wanted to know your tech toy's limits without actually putting it to the test? You can! Here's a breakdown of IP ratings—the global standard to classify your gadgets' protection against solids and liquids. Finally, those mysterious numbers will actually mean something to you.

PROTECTION AGAINST SOLIDS

- No protection **0** 
- > 50mm (e.g. hand) **1** 
- > 12.5mm (e.g. finger) **2** 
- > 2.5mm (e.g. screwdriver) **3** 
- > 1mm (e.g. wire) **4** 
- Dust-protected **5** 
- Dust-proof **6** 

PROTECTION AGAINST LIQUIDS

- No protection **0** 
- Dripping water **1** 
- 15° dripping water **2** 
- 60° water spray **3** 
- Splashing water **4** 
- Water jet (weak) **5** 
- Water jet (strong) **6** 
- 1m underwater **7** 
- 1m ≤ underwater **8** 



IP **X** **X**

X if no specific value available



BEATS STUDIO

AN ICON REMASTERED

The world's most famous headphone has been completely redesigned and reimagined. The New Beats Studio is lighter, sexier, stronger, and more comfortable, with precision sound, Adaptive Noise Canceling, a 20-hour rechargeable battery, and RemoteTalk™. It has all the energy and excitement you expect from Beats, plus a powerful, reengineered sound.

AUTHORIZED RESELLERS

Abenson Ascott BGC•Glorietta 1 **Ambassador Home and Electronics Center Inc.** Dasmariñas St., Binondo•Glorietta 2•Shangri-La Mall•VMall **Astroplus/Astrovision** Ayala,Cebu•Greenbelt 5•Shangri-La Mall•SM Aura•SM MOA •VMall **Automatic Centre** Glorietta 4•The Gateway Mall•Trinoma **Avant** Greenbelt 4•Trinoma **Beyond the Box** Ermita, Manila•Newport Mall•Robinsons Galleria•Rockwell•VMall **Classic Hi-Fi** SM Ayala Cebu **Complink** Alabang Town Center•Glorietta 3•Shangri-La Mall•SM Megamall •SM MOA•SM North Edsa Annex•Robinsons Galleria•Trinoma **E-Central** Central Plaza,Cebu **E-Tab** SM San Lazaro **Fortress Gadgets Inc.** Island City Mall, Tagbilaran •Pacific Mall Legaspi **Gadgets@Extreme** SM Sta. Mesa **Gadgets in Style**•Marquee Mall•Shangri-La Mall•Trinoma **Guanzon** CSI City Mall Lucao•GMC Metro Plaza **iBook by Inbox** SM City Clark **iStore** Ayala Cebu•SM Cebu **iStudio** Bonifacio High Street•The Gateway Mall•Shangri-La Mall•SM Manila •VMall **iTech** SM Ayala Cebu **The Landmark** Makati **Liteware** Kamias, QC **Octagon** Alabang Town Center•Glorietta 3•Greenbelt 1•SM Megamall•VMall **PC Corner** SM Fairview **PC Express** Alabang Town Center•Market Market•SM Megamall **PC Quarters** SM North Edsa **PowerMac Center** Greenbelt 3•North Square Connecticut•Robinsons Magnolia•Rockwell•SM Aura •SM Davao Lanang•SM Fairview•SM Marikina•SM Megamall•SM MOA•SM North Edsa Annex•SM Pampanga•The Podium•Trinoma **Robinsons Appliance Center** Galleria **Rustan's** Makati•Shangri-La Mall **SM Appliance** Rockwell•SM Aura•SM Fairview•SM Makati•SM Megamall•SM MOA **Switch** Alabang Town Center•Marquee Mall •UP Techno Hub **TCA** Festival Mall **Technoholics** BF Homes•Congressional, QC **Techsavvy Gadgets Corner** Robinsons Metro East

TEXTILES 101

Know the makings of your shirt

Words **ARITHA ZEL ZALAMEA**

Your shirt size may vary per season, but a thread size is fixed. Your jeans are denim and cotton at the same time. Satin is not a material but a weave. Fabric threads come in longitude (warp) and latitude (weft). A fiber's density can be measured in two ways.

These and other mysteries of the cloth we unveil with this infographic.

UNITS OF MEASUREMENT

- **Denier** – fiber density in grams per 9000 meters
- **Tex** – fiber density in grams per 1000 meters
- **GSM** – fabric surface density in grams per square meter
- **Thread count** – number of threads per square inch

THREAD

a thin strand consisting of yarns spun out of either natural or artificial fibers

warp

weft

TEXTILE or CLOTH

a material made up of woven threads, knitted yarn, or felted fibers

MATERIALS

The material of your clothes is made of either natural or synthetic fibers.

Natural

Cotton
Linen
Silk
Wool

Synthetic

Nylon
Polyester
Rayon
Spandex

WEAVES

The pattern in which threads are woven determines the fabric type.

Plain

Crisscross or over and under pattern – one warp over a weft or vice versa

Fabrics:
Chiffon
Taffeta
Organza

Uses:
Scarves
Lingerie
Bridal veils

Twill

Diagonal pattern – one warp over two wefts or vice versa, then under three, then over four, and so on

Fabrics:
Denim
Flannel
Herringbone

Uses:
Jeans
Blankets
Suits

Satin

Floating pattern – one weft yarn over four to seven warp, then under one, and so on

Fabrics:
Charmeuse
Duchesse
Sateen (cotton)

Uses:
Bed sheets
Upholstery
Scarves

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VIRTUALLY REAL

A CLEAR PERCEPTION ON VIRTUAL REALITY

Words PAT CALICA

We may still be years away from the simulated world depicted in *The Matrix*, but it is exciting—and frightening—how fast virtual reality is progressing. Before you go crazy with the idea of that dystopian future, let me be the one to give you an understanding what virtual reality is.

PLUG IN

Virtual Reality (VR) is a computer technology that creates a simulated, three-dimensional world, which you can explore and manipulate as if you are actually in it.

A VR should be:

- **Computer-generated.** Because what else than a powerful machine can generate an alternative world that changes as you move, right?
- **Explorable.** The VR world should be big and detailed enough to be explored and viewed from different perspectives.
- **Interactive.** It should have the ability to track your movement real-time via your head and eye movement in order to adjust the virtual experience depending on your perspective.

In a VR environment, a person experiences **immersion** or the feeling of being a part of the world. An effective VR should render you unaware of your real surroundings and keep you focused on the virtual environment.

The immersion depends on two main factors:

- **Depth of information** - the quality of data you receive within a VR world (e.g., display resolution, intricacy of the graphics, sophistication of the audio output)

- **Breadth of information** - the number of sensory dimensions simultaneously used. The visual and audio components are mostly given importance over other stimuli like taste or smell. Some developers also try to incorporate the user's sense of touch.

GEARED

Filled with cables, liquid vessels, and perpetually unconscious human beings, the image of Neo and Morpheus' real world is scary as hell. And while we still deal with crawling wires and weird headgear, VR devices today are far more desirable, thank you very much.

Head-mounted displays (HMDs). Perhaps the most common VR device, HMD looks like a big motorbike helmet or a welding visor fitted with:

- two small screens (one in front of each eye) that display slightly different, stereoscopic images to create a 3D effect
- a dark blindfold that blocks out all other light, eliminating distractions from the real world
- headphones

Immersive rooms. Rooms or machines in which images that change according to your movement are projected through the walls. Flight simulators are good examples of this type.

Datagloves. Ordinary gloves with sensors wired outside to detect hand and figure motions allow you to handle virtual objects.

Wand. A stick with built-in position or motion sensors aids your interaction with a virtual world.

Though most VRs are targeted for gaming and entertainment, there are those that cater to education, scientific visualization, surgical and skills training, as well as drug, industrial, and architecture design. Programmers also see virtual reality as the next step for Web, creating a new meaning for exploring the internet. Computer languages and Web browsers dedicated for VR are:

- Virtual Reality Modeling Language (VRML)
- 3DML
- X3D
- Collaborative Design Activity (COLLADA)

READY FOR SIMULATION

Virtual reality right in your face—or on it.



OCULUS RIFT. Developed by Palmer Luckey, funded by Kickstarter, and bought by Facebook, it is the headset that started the current VR hysteria.



SONY PROJECT MORPHEUS. The gift from the Sony heavens for all PlayStation 4 buffs.



HTC VIVE. Selling point? Access to Valve's mammoth gaming ecosystem.



SAMSUNG GEAR VR. An Oculus Rift-powered device that uses a Samsung GALAXY S6's or Note 4's processor and display.



MICROSOFT HOLOLENS. Half-virtual and half-augmented reality (i.e., you can walk around the surface of the moon in your living room)



ZEISS VR ONE. It uses any iOS or Android device with display size between 4.7 and 5.2 inches for its hardware power.



GOOGLE CARDBOARD. Popping a smartphone into a cardboard container may sound like a joke for a VR headgear, but this low-cost VR device works well.

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Speed
MAGAZINE

GETTING CREATIVE WITH A TABLET



Q

Hi! Can you help a poor artist out? Ever since

I was a kid, my medium has been watercolor, colored pencil, and charcoal. Now I'm planning to go digital. What tablet should I buy and other gadget accessories I need to invest in? Can you also recommend apps I could start practicing with?

Adrian Benavidez

A

Hi, Adrian!

Not all tablets are created equal, so artists who want to get creative with a tablet need to make sure they get the right device for their craft.

Some of the key factors you must consider when looking for a tablet include pressure sensitivity, pen accuracy, screen size and resolution, and support for programs/apps such as Photoshop.

A tablet with a digitizer stylus is also important. Unlike a capacitive stylus, which is basically an emulation of a mouse or your finger, digitizer pens offer things such as pressure sensitivity from the pen itself, hover state, eraser, etc.

Samsung GALAXY Note Pro 12.2 is an Android tablet that offers a large display and Samsung's S Pen—a good combination for your virtual canvas. It may not be small or light, but the extra screen real estate is ideal for your sketches and scribbles.

The Microsoft Surface Pro 3 is another option. Like the Note Pro 12.2, this Windows device comes with a 12-inch display, giving you much more space for your artwork. The Surface Pen is responsive and quick, and features pressure sensitivity technology, which means that the harder you press down on the screen, the darker or thicker the line gets. Using it is like writing with an ink-based pen on a sheet of paper.

It would be good to buy a case or sleeve for your tablet to help keep it in tip-top shape. As for apps, check out ArtFlow, Infinite Painter, Autodesk Sketchbook Pro, ArtRage, and Sketchable.



We hope this helps, Adrian. Hats off to you for stepping out of your comfort zone and exploring the digital world! To keep you inspired while you create your masterpieces—digitally or on traditional paper—why not listen to some music to feed your soul? Drop by the Speed headquarters and we'll give you this **Braven Balance Bluetooth speaker** worth P5,850 so you can listen to your favorite tunes anywhere you go.

CUSTOMIZE START MENU ON WINDOWS 10

Dear Speed,

I've moved to Windows 10 and I'm happy! Didn't experience any problem updating from Windows 8.1. So far, so good—except I'm not a fan of the “most used” and “recently added” thing on the left side of the Start menu. I don't find it useful at all. Can I customize this? How?

Thanks!

Chuck Gayao

Yes, Chuck, you can get rid of that and fill it up with apps and programs you actually use. Just follow these steps:

- 1 Click the Start button and open the Settings app.
- 2 Go to Personalization > Start. Slide to turn off the options for “Show most used apps” and “Show recently added apps.”
- 3 Go back to Settings > Personalization > Start > Choose which folders appear on Start.

* To remove individual items, simply right-click on it and select Don't show in this list.

* You can add some system settings to this list, such as HomeGroup and network settings.

* You can also add Places to the Start menu: Settings > Personalization > Start and select the Customize list hyperlink.





FREE Trip to participate in Oakley's

IN RESIDENCE

SYDNEY

When: 8th - 12th November

Where: Darlinghurst, NWS, AUSTRALIA

How: Buy any pair of Oakley Eyewear to enter the draw to win 1 of 6 spots

MINOR DRAW PRIZES:

- 2 WINNER OF OAKLEY EYEWEAR
- 3 WINNER OF OAKLEY BACKPACK

GRAND DRAW PRIZES:

- 6 WINNER OF TRIP TO SYDNEY AUSTRALIA
- 2 WINNER OF OAKLEY EYEWEAR
- 3 WINNER OF OAKLEY BACKPACK

DURATION: AUGUST 1 - OCTOBER 15, 2015

DEADLINE FOR DROPPING OF ENTRIES: MINOR RAFFLE DRAW SEPTEMBER 8, 2015

DEADLINE FOR DROPPING OF ENTRIES: GRAND RAFFLE DRAW OCTOBER 15, 2015

MINOR RAFFLE DRAW WILL BE ON SEPTEMBER 15, 2015

GRAND RAFFLE DRAW WILL BE ON OCTOBER 22, 2015

SEE POSTERS FOR DETAILS

PER DTI FTEB PERMIT NO. 9880 SERIES OF 2015

Oakley Store SM Aura, Greenbelt 3, Rockwell, Century Mall Makati and SM Lipa;

G-Force Mall of Asia, Trinoma, Boni High Street, Resorts World, Shangri-La, Alabang Town Center, Greenfields Sta. Rosa Laguna, Harborpoint Subic, Ayala Cebu, Abreeza Davao, Pueblo Verde Mactan Cebu, SM Cebu, Cagayan De Oro and Ayala Bacolod;

Executive Optical, Optical Works, George Optical, Magno Optical, Ideal Vision Center, Almada Optical, Casaje Optical, Good Vision, EyeStop, L.S. Pascual Optical, Unique Vision Center;

Olympic Village SM Noth Edsa, Trinoma, Robinson's Ermita, Robinson's Pioneer, Alabang Town Center, Galleria, Gateway, Festival Mall, Sta. Lucia, Glorietta 2, Ayala Cebu, Cagayan De Oro; Fashion Rack Tagaytay and Boracay;

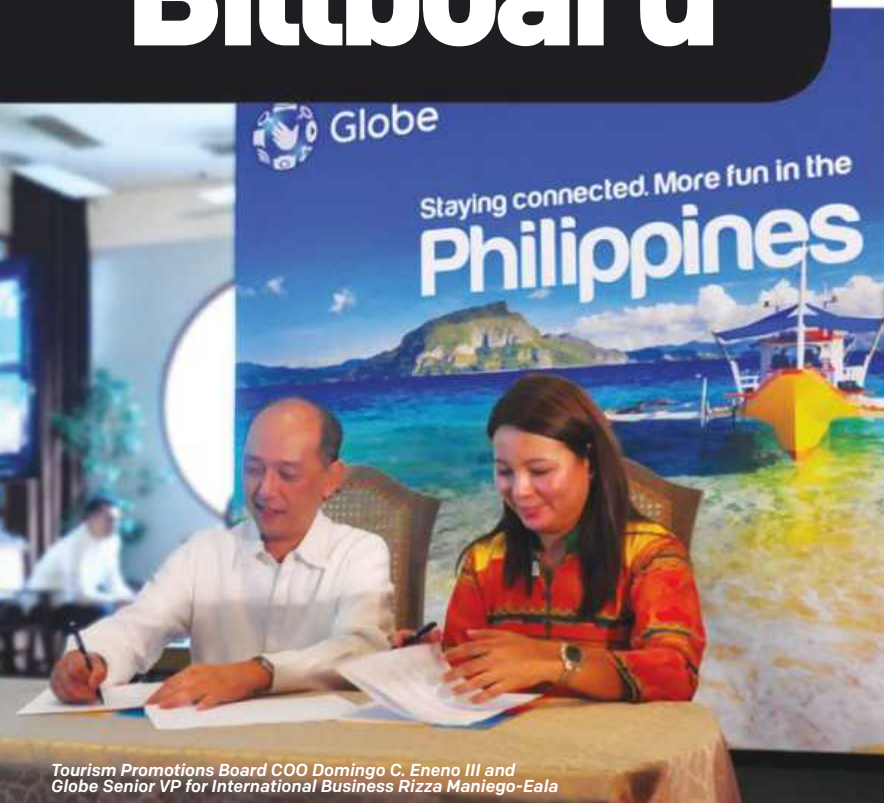
Royal Sporting House Robinson's Ermita, Glorietta 4, Landmark Trinoma, Rustan's Shangri-La and Gateway; Cinderella Glorietta 3; Tour Master City Golf Ortigas;

Sunglass Haven Newport, Bonifacio High Street, Olympic World Alabang Town Center, Glorietta 3, Gateway, Robinsons Place Ermita, Robinsons Magnolia, Lucky Chinatown, Shangri La,

Marquee Mall Pampanga, Harbor Point Subic, Ayala Center Cebu, Abreeza Mall Davao, Centrio Ayala CDO and Central Citywalk RPB;

SM Department Store Megamall, SM Aura, SM North, SM Megamall, SM Southmall, SM Marikina, SM Sta. Rosa, SM Cubao, Mall of Asia, SM Bacolod, SM San Mateo, SM Davao, SM Lanang, SM Cebu and SM La Consolacion

Billboard



Tourism Promotions Board COO Domingo C. Eneno III and Globe Senior VP for International Business Rizza Maniego-Eala

Globe gives away free SIM cards to tourists, OFWs

AFTER FORMALIZING ITS PARTNERSHIP WITH THE TOURISM PROMOTIONS BOARD OF THE PHILIPPINES, Globe Telecom announced that it will be distributing free SIM cards to OFWs and tourists in support of the government's Visit the Philippines Year 2015 campaign.

The free Globe Traveler SIM card will offer local rates for international calls and texts and provide cheaper mobile data services. By subscribing to TravelSurf, users get a cheaper mobile data at a rate of \$11 for 7 days or \$23 for 30 days. Calls abroad, meanwhile, rate for \$0.40 per minute. Users will also be able to receive calls and texts from abroad for free.

To avail of the free SIM, tourists and OFWs need only to present their Philippine passport, foreign resident card, Seaman's book, or OFW E-card at any Globe booth at the following airports: NAIA, Cebu, Davao, Kalibo, Iloilo, and Clark International Airport.

The free SIM card promo will run until the end of December 2015.

FIND YOUR NEW GADGET AT YPOUNDIT

There's a new e-commerce player in town, and they recently reiterated their commitment to customer-centric service in a media meet-up.

YouPoundIt (youpoundit.com) was founded by a group of techies who wanted to build a place that would offer a selection of all the top brands, knowledgeable staff that could walk customers through their choices, and top-notch customer service.

"We are very excited to finally share what we've been working on these past nine months," said Kristian Salvo, founder and CEO. "With our growing selection of brands and product offerings, compelling and entertaining content, and awesome customer service, YouPoundit.com is a great destination for your tech needs here in the Philippines.

To provide an excellent shopping experience, YouPoundit relies on three core principles: product selection, content, and customer service.

"The easiest way to turn off a customer is when you continuously fall short of their expectations. Yet there seems to be an abundance of businesses here in the Philippines that continue to do so. They all lack one important trait—being customer-centric. We as consumers suffer and tend to settle due to lack of better alternatives," said Salvo. "We would like to give you a better alternative with YouPoundit.com."



CTEK smart car battery charger now in PH

Swedish-based company CTEK, one of the leading brands for vehicle battery chargers, is now in the Philippines with a full range of light and heavy-duty vehicle battery chargers.

CTEK makes chargers for 42 manufacturers including Ferrari, Bentley, Audi, BMW, and Mercedes-Benz. The company's products cater to a wide range of vehicles from motorbikes to trucks.

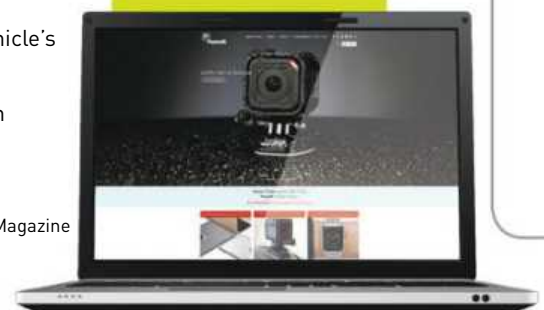
The CTEK car charger comes with a system that gives full power for the first 80 percent of charging and reduces power for the remaining 20 percent. According to Robert Briggs, CTEK's Director of Sales and Marketing in Asia Pacific, this system prevents the release of gases within the battery and, therefore, does not damage it.

Other safety systems found in the CTEK battery charger include double insulated clamps and polarity protection.

"While it is not truly equipped to be portable, the small, compact size of the CTEK car charger makes it easy to store and even install permanently in your garage or shop. CTEK's patrons are usually showrooms, car collectors, fleet operators and car/motorbike enthusiasts who want to maximize or prolong their battery life," said Johann Tiu of CTEK Philippines.

The company says CTEK automotive battery chargers pose no risk to a vehicle's electronic system.

For more information, follow CTEK on Facebook ([facebook.com/CTEK.Ph](https://www.facebook.com/CTEK.Ph)).





FORD LAUNCHES RIDE OUT THE STORM PROMO

HOW RAIN-READY IS YOUR VEHICLE?

If you're a Ford vehicle owner, you can have your vehicle checked—for free—with Ford Philippines' "Ride out the Storm" service promo.

All you need to do is visit any participating Ford dealership from July 6 to September 30, 2015, and a team will perform a free multi-point inspection of your vehicle to point out which car parts may need adjustments or replacements for the rainy season. You also get a free bottle of Windshield Washer Fluid.

In addition, you can avail of discounts on selected parts and components including tires, brake pad systems, wiper blades, and external bulbs.

The participating dealerships include: Ford Balintawak, Ford Batangas, Ford Bohol, Ford Cabanatuan, Ford Cagayan de Oro, Ford Cainta, Ford Cavite, Ford Cebu, Ford Commonwealth, Ford Dagupan, Ford Davao, Ford General Santos, Ford Global City, Ford Ilocos Norte, Ford Iloilo, Ford Isabela, Ford Laguna, Ford Libis, Ford Makati, Ford Manila, Ford Manila Bay, Ford Pampanga, Ford Quezon Avenue, Ford Subic, and Ford Tarlac.



PLDT, SMART PARTNER WITH FOX TO GIVE MORE HOURS OF ENTERTAINMENT

PLDT HOME and Smart Communications, Inc. have tapped Fox International Channels to provide more videos-on-demand (VoD), live shows, and catch-up television to its subscribers.

PLDT HOME DSL subscribers can now enjoy Fox VoD and top-up services for an additional P99 monthly, while Fibr and PLDT HOME subscribers who will upgrade to a TVolution or Telpad plan can get the service for free. Triple play subscribers are given free access to channels like Fox Play, Fox Movies, and Fox Sports.

Meanwhile, Smart subscribers can get the free entertainment on-the-go service from Fox with the Smart Life Entertainment bundles for as low as P50 for three days. Postpaid users can avail the add-on option for P99 per month.



Coach Brian Shaw

YOUNG BALLERS JOIN ADIDAS x NBA FIT TRAINING CAMP

Young Filipino ballers recently participated in a basketball training camp led by three-time NBA champion Brian Shaw and Utah Jazz shooting guard Alec Burks.

Dressed in full adidas gear, the participants underwent several activities during the NBA FIT|adidas Nations Skills Camp held at the Gatorade Hoops Center, Mandaluyong.

adidas Philippines partnered with NBA FIT for adidas Nations, a grassroots program that gives young ballers 13 years old and below a chance to participate in a basketball training camp.

The NBA FIT Week is a program of the NBA that highlights the importance of healthy living through three pillars: being active, eating healthy, and playing together.



(Standing from left) IdeaSpace President Earl Martin Valencia and TheKard, Inc. co-founder Carlo Calimon (Seated from the left) Globaltronics, Inc. CEO William T. Guido and TheKard, Inc. CEO Francis Uy

GET SALE ALERTS WITH MOBKARD

Never miss the next big sale with Mobkard, a new business-to-communities (B2C) mobile app that promises its users real-time information on the latest updates regarding sales and deals.

A brainchild of Ideaspace-backed TheKard Inc., Mobkard alerts you of the best and latest deals from the biggest brands near your location through your mobile phone. The app feeds you with the latest shopping information, exclusive privileges, and the best deals from a wide array of branches.

Mobkard is available on both the Apple App Store and the Google Play Store.

Billboard

GLOBE LAUNCHES KONSULTAMD 24/7 HEALTH HOTLINE

Responding to the pain points of the country's healthcare system, Globe Telecom, through its wholly owned subsidiary Yondu, has partnered with Salud Interactiva to launch a 24/7 hotline manned and serviced by professional Filipino doctors.

Called KonsultaMD, this medical call center allows doctors to provide medical assessment and advice, including basic healthcare and permissible medication over the phone.

All Globe consumer postpaid/prepaid and TM subscribers may avail of the service by signing up at konsulta.md, by calling (02) 79880, or by visiting any Globe store. Platinum Elite members may subscribe via their Platinum Relationship Manager, while non-Globe subscribers may still avail of the service by visiting any Globe store.

Globe Postpaid customers need to pay a subscription fee of P150 per month, which includes four household members. Subscription is free for two months upon enrollment and the monthly charge will apply on the third month onwards. Globe Prepaid and TM customers may subscribe for P15 a week, while the fee is waived for Platinum Elite members.

2GO GOES GREEN WITH EMOTORS PARTNERSHIP

Logistics and supply-chain giant 2GO has teamed up with EMotors, Inc., local maker of ZUM electric tricycles, to supply 2GO with zero-emission electric vehicles.

"Taking care of the environment is everybody's business and responsibility," said 2GO Group Inc. Vice President Stephen Rey Tagud. "As technology evolves and provides us with a greener alternative, corporations should take advantage of these available technologies as part of their operations."

"We are proud to partner with innovative and fast growing companies like 2GO, who took the initiative to 'jump the curve' to the next level by consciously integrating the ZUM electric vehicles in their operations," remarked EMotors President Elizabeth H. Lee.

HONDA BRINGS THE BeAT TO TAYTAY



Honda brought its "scooter for all" to Taytay with a mall display and demo of its new-generation Honda BeAT scooter.

Test driving sessions were held during the event in SM Taytay, with Honda representatives on standby to assist and answer inquiries from interested customers and scooter enthusiasts.

SUZUKI EXPANDS TO STA. ROSA

SUZUKI PHILIPPINES, INC. (SPH) ADDS A NEW SHOWROOM TO ITS CURRENT ROSTER OF 32 DEALERS NATIONWIDE.

A groundbreaking ceremony was held at Tagaytay Balibago Road cor. Greenfield Parkway in Sta. Rosa, Laguna, where Suzuki Sta. Rosa is expected to rise on the third week of December.

The first Suzuki 3S (Sales, Spare parts, and Services) dealership in the automotive row of Sta. Rosa, this

showroom promises to be a one-stop shop for all automotive needs of motorists in the area.

Present during the groundbreaking ceremony were SPH President Hiroshi Suzuki, General Manager Shuzo Hoshikura, Shaw Motor Plaza Corporation President Felix Limcaoco III, Vice President Tey Sornet, Group General Manager Robert Salomon, and Greenfield executives.





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G/F and 7/F Commerce and Industry Plaza Bldg., Campus Ave. cor. Park Ave., McKinley Hill, Fort Bonifacio, Taguig
canon.com.ph

Char-Broil

charbroil.com

Converse

converse.com.ph

Delsey

Primer Group of Companies
2282 Leon Guinto St., Malate, Manila
delsey.com

Fujifilm

Fujifilm Philippines, Inc.
(02) 550-2420
10/F Tower 2, The Enterprise,
6766 Ayala Ave., Makati
fujifilm.com.ph

GIBI

Available in department stores and GIBI boutiques at Glorietta 2, Market! Market!, and Waltermart Makati

GoPro

Dan's Manila
(02) 894-5110
Unit 1-E, La Fuerza Plaza Compound,
2241 Don Chino Roces Ave., Makati
gopro.com

Luzi

luzilamp.com

Haier

Haier Electrical Appliances Philippines, Inc.
(02) 695-3399
Reliance Center Bldg.,
99 E. Rodriguez Jr Ave., Pasig
haier.com/ph

Honda

Honda Philippines, Inc.
(02) 581-6700 to 6799
Carolina Tanauan Intervention Center,
130 Onate St., Tanauan, Batangas
hondaph.com

Land Rover

LRPhils Motors, Inc.
(02) 897-8888/856-2277/846-0578
32nd & 4th, Crescent Park West,
Bonifacio Global City, Taguig
landrover.com.ph

Lenovo

Lenovo (Philippines), Ltd.
(02) 558-5700
10/F 11th Corporate Center, 11th Ave.
cor. Triangle Dr., Fort Bonifacio, Taguig
lenovo.com/ph

Marshall

marshallheadphones.com

Mazda

Berjaya Auto Philippines, Inc.
(02) 551-8000
9/F Rufino Bldg., 6784 Ayala Ave. cor.
V.A. Rufino St., Legazpi Village, Makati
mazda.com.ph

MB&F

mbandf.com

MB Quart

Available at Power Mac Center stores,
Lazada, and Center of Gravity
mbquart.com

Misfit

mfit.com

Motorola

motorola.com

Nike

Nike Philippines
(02) 802-7235
10/F Marajo Tower, 312 26th St. West
cor. 4th Ave., Bonifacio Global City,
Taguig
nike.com/ph/en_gb

Oneplus2

oneplus.net

Panasonic

Panasonic Philippines
(02) 284-2301
Barrio Mapandan, Ortigas Ave.,
Taytay, Rizal
panasonic.com.ph

Pebble Time

getpebble.com

Peugeot

Eurobrands Distributor Inc.
(02) 633-2231 to 35
Peugeot Pasig, E. Rodriguez Jr. Ave.,
cor. Caparas St., Brgy. Ugong, Pasig
peugeot.ph

Prestigio

prestigio.com.ph

Puma

CAT Inc.
Available at Puma boutiques at
Bonifacio High St., Glorietta 4,
Greenbelt 5, TriNoma, Newport Mall,
Ayala Cebu, Centrio Mall, Abreeza
puma.com

Rapha

rapha.cc

Samsung

Available at all Samsung stores and
authorized retailers
samsung.com/ph

SanDisk

Axis Global Technologies, Inc.
(02) 724-3340
20 North Rd. cor. 3rd Ave., Cubao,
Quezon City

Millennium Computer Tech. Corp.
(02) 363-7777
53 Tangali St., San Jose, Quezon City
sandisk.com

Seiko

The Worldwide Lifestyle
Timepieces, Inc.
(02) 654-9973
2/F Frankfort Bldg., 146 Pasig Blvd.,
Brgy. Bagong Ilog, Pasig
twlti.com

Star Trac

Fitness Intelligence Trends, Inc.
(02) 651-7777 local 867 to 868
fitinc.com.ph
startrac.com

Suzuki

Suzuki Philippines, Inc.
(02) 902-1000
126 Progress Ave.,
Carmelray Industrial Park 1,
Canlubang, Calamba, Laguna
suzuki.com.ph

Sony

Sony Philippines
(02) 878-7600/860-3333
11/F Marajo Tower, 312 26th St.,
West cor. 4th Ave., Bonifacio Global City,
Taguig
sony.com.ph

Timberland

Available at Timberland boutiques at
Shangri-La Plaza, SM Megamall, SM
North EDSA, SM City Marikina, SM City
Cebu, SM Lanang, Ayala Center Cebu,
and Limketkai Center, Cagayan de Oro;
Timberland outlets at Paseo de Sta.
Rosa, The Outlets Pueblo Verde-Cebu,
SM Makati, SM North EDSA, Robinsons
Place Ermita, and SM Mall of Asia

Toyota

Toyota Motor Philippines Corp.
(02) 825-8888
Sta. Rosa-Tagaytay Highway, Sta. Rosa,
Laguna
toyota.com.ph

Tumi

Available at TUMI stores in
Greenbelt 5, Bonifacio High Street
Central, Ayala Center Cebu, select
The Travel Club stores and Rustan's
Department stores and in Ladybag
Ayala Center Cebu

Victorinox

Available in Swiss Army boutiques at
SM Megamall and Century City Mall,
Lucerne, Chronos, L Timestudio,
Swiss Gear, and Wrist_Pod
victorinox.com/ch/victorinox_travelgear_primergrp.com

Volkswagen

volkswagen.com.ph/en.html

Wenger

Available in Wenger boutiques at SM
Megamall, SM Makati, Harbor Point
Subic, Chronos, Swiss Gear, Wrist_
Pod, and L Timestudio

Xiaomi

8/F Don Pablo Bldg.,
114 Amorsolo Ave., Makati
mi.com/ph/

Yamaha

Yamaha Motors Philippines Inc.
(02) 914-9620
Lot 8 Block 8 ADB Ave. cor. Opal Rd.,
Ortigas Center, Pasig
yamaha-motor.com.ph



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TRASE. YOURS.

MAKE YOUR MARK

DC SHOES HOSTS ITS FIRST-EVER REGIONAL GRAPHIC DESIGN COMPETITION

DC Shoes hosts its first-ever regional graphic design competition

Proving to be a cut above the rest, DC Shoes knows that it takes more than just churning out one product after another to solidify its iconic status as a world-renowned performance skateboarding shoes and action sports lifestyle brand in just over two decades.

Apart from constantly impressing the action sports community and beyond with their innovative gear, DC Shoes walks the talk of its "Defy Convention" battle cry as it maintains a tight bond with its following through global events that not only seek to entertain fans but also allow them to express themselves.

This time around, DC Shoes shook things up as it rolled out a global competition that tapped the unique and creative perspective of its fans. The DC Shoes Southeast Asia TRASE YOURS Design competition called out to all artists, creators, and designers from each participating country including Indonesia, Singapore, Malaysia, Thailand, and the Philippines to submit their original custom design for the new DC Trase shoes, which features a vulcanized low profile silhouette and clean upper design – making it perfect for applying almost any artwork.

The grand winner's design will be chosen from the top 20 designs gathered from the participating regions during the submission process online. The winning design will then be featured as part of the DC Shoes 2016 collection, which will be sold exclusively in the best shoe stores in the region. Submissions for

the Southeast Asian competition opened in May 15 and closed last June 30.

Given that each country will have its own country winner, DC Philippines held a light and fun art exhibit last July 29 at A Space in Makati to showcase the top design submissions for the competition. Hosted by none other than Pinoy rock icon Basti Artadi of Wolfgang, the event kicked off by inviting guests to view the works. Revolving around the theme of street culture and lifestyle, the pieces selected were successful in translating these elements and combining them with the brand's unique design aesthetic. The results were ambitious, expressive, and out-of-the-box designs that all strived to innovate without losing touch of the brand's identity.

The highlight of the program was the on-the-spot judging of the works by a select panel of media and creative industry pundits. Among the judges were Jowee Alviar, Creative Director and Owner of Team Manila; Marci Reyes, Executive Creative Director of TBWA/SMP Tequila; Lornel Bihasa, DC Rider and Architecture student from the University of Santo Tomas; and Tracy Montinola, Creative Director for Marketing Services Department, Primer Group of Companies. The Philippines' grand winner took home bragging rights as the first-ever awardee of the DC Shoes design competition as well as P35,000 in cash and P35,000 worth of gift certificates.

It is no surprise that DC Shoes continues to be ten steps ahead of the game. From its innovative performance footwear and lifestyle

products to the global athletes it supports, DC proves to be a pillar in the action sports community. This season, DC reaches out to its community by allowing artists and designers a platform to showcase their skills and talents.

For more information, visit www.dcshees.com.ph/trase-yours.

DC Trase Yours Global Competition was made possible by the following media partners: Jack TV, Philippine Daily Inquirer, Business Mirror, Business World, Business World University Edition, Manila Bulletin, Speed Magazine, Brand Magazine, Travelife Magazine, UNO Magazine, Scout Magazine, Clavel Magazine, FHM, Meg Magazine, megstreetwear.ph, Blunt Magazine, mylifeonboard.ph, spot.ph, gist.ph, and www.wheninmanila.com.

DC is available at SM Aura, Shangri-La Plaza East Wing, Centrio Cagayan De Oro, SM City Pampanga, Harbor Point Subic, SM Mall Of Asia, SM City North EDSA The Annex, Robinsons Place Manila, SM Megamall, Trinoma, Eastwood Citywalk 2, Gateway Mall, Robinsons Galleria, Festival Mall, Solenad 2, Nuvali, Abreeza Mall Davao, SM City Cebu, and Ayala Center Cebu. DC is also available at Res|Toe|Run, Bratpack, The Travel Club, Royal Sporting House Robinsons Place Manila, R.O.X. Bonifacio High Street and Marquee Mall, Shoe Salon, Toby's Mall Of Asia and Shangri-La Plaza, Olympic Village Alabang Town Center, Urban Athletics Greenbelt 3, Duty Free Philippines, NAIA Terminal 3, and Rustan's Tower. DC is exclusively distributed by Primer Group of Companies, Asia's next retail giant, and is a subsidiary brand of Quiksilver Inc.

Speed
MAGAZINE



Buyer's Guide

SAVE OR SPLURGE,
THIS LIST IS ALL YOU'LL EVER NEED



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UNDER
P20,000

142

P20,000
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ASUS Zenfone 2 (ZE500CL)
P7,995

- Android 5.0 Lollipop
- 1.6GHz 64-bit Intel Atom Z2560
- 8MP rear, 2MP front
- 5" 1280 x 720
- 16GB built-in, microSD; 2GB RAM
- LTE
- dual SIM



ASUS Zenfone 2 (ZE551ML)
P9,995

- Android 5.0 Lollipop
- 1.8GHz 64-bit Intel Atom Z3580
- 13MP rear, 5MP front
- 5.5" 1920 x 1080
- 16GB built-in, microSD; 2GB RAM
- LTE
- dual SIM



ASUS ZenPad 7.0 (Z370CG)
P7,995

- Android 5.0 Lollipop
- 1.2GHz quad-core Intel Atom x3-C3230
- 8MP rear, 2MP front
- 7" 1280 x 800
- 16GB built-in, microSD; 2GB RAM



ASUS ZenPad C 7.0 (Z170CG)
P5,995

- Android 5.0 Lollipop
- 1.2GHz quad-core Intel Atom x3-C3230
- 2MP rear, VGA front
- 7" 1024 x 600
- 16GB built-in, microSD; 1GB RAM



Cherry Mobile Flare X
P6,999

- Android 4.4 KitKat
- 1.7GHz octa-core ARM Cortex-A7
- 13MP rear, 5MP front
- 5.5" 1920 x 1080
- 16GB built-in, microSD; 3GB RAM
- LTE
- dual SIM



Cherry Mobile One
P3,999

- Android 5.1 KitKat
- 1.3GHz quad-core MediaTek MTK6582m
- 5MP rear, 2MP front
- 4.5" 854 x 480
- 8GB built-in, microSD; 1GB RAM
- dual SIM



Happy Mobile Aspire
P6,999

- Android 4.4 KitKat
- 1.7GHz octa-core ARM Cortex-A7
- 13MP rear, 8MP front
- 5.5" 720 x 1280
- 8GB built-in microSD; 2GB RAM
- dual SIM



Happy Mobile Oracle
P9,999

- Android 4.4 KitKat
- 1.5GHz octa-core MediaTek MT6592
- 13MP rear, 8MP front
- 5" 1280 x 720
- 8GB built-in; 1GB RAM
- dual SIM



Huawei Honor 4C
P6,390

- Android 4.4.2 KitKat
- 1.2GHz octa-core HiSilicon Kirin 620
- 13MP rear, 5MP front
- 5" 720 x 1280
- 8GB built-in, microSD; 2GB RAM
- dual SIM



Huawei Honor 4X
P8,290

- Android 4.4.2 KitKat
- 1.2GHz octa-core Cortex-A53
- 13MP rear, 5MP front
- 5.5" 720 x 1280
- 8GB built-in, microSD; 2GB RAM
- dual SIM
- LTE



Lenovo A700
P7,390

- Android 5.0 Lollipop
- 1.5GHz octa-core MediaTek MT6752m
- 8MP rear, 5MP front
- 5.5" 1280 x 720
- 8GB built-in, microSD; 2GB RAM
- LTE
- dual SIM



Lenovo S60
P9,990

- Android 4.4 KitKat
- 1.2GHz quad-core Cortex-A53
- 13MP rear, 5MP front
- 5" 720 x 1280
- 8GB built-in, microSD; 2GB RAM
- LTE
- dual SIM



LG Leon
P5,990

- Android 5.0 Lollipop
- 1.2GHz quad-core Cortex-A53
- 8MP rear, VGA front
- 4.5" 480 x 854
- 8GB built-in, microSD; 1GB RAM
- LTE
- dual SIM



LG Magna
P9,990

- Android 5.0 Lollipop
- 1.3GHz quad-core Cortex-A7- H502
- 8MP rear, 5MP front
- 5" 720 x 1280
- 8GB built-in, microSD; 1GB RAM
- LTE
- dual SIM



Microsoft Lumia 535
P5,990

- Windows Phone 8.1
- 1.2GHz quad-core Qualcomm Snapdragon 200
- 5MP rear, 5MP front
- 5" 540 x 960
- 8GB built-in, microSD; 1GB RAM
- dual SIM



Microsoft Lumia 540
P7,990

- Windows Phone 8.1
- 1.2GHz quad-core Qualcomm Snapdragon 200
- 8MP rear, 5MP front
- 5" 1280 x 720
- 8GB built-in, microSD, 30GB OneDrive; 1GB RAM
- dual SIM



MyPhone Infinity LTE
P8,299

- Android 4.4 KitKat
- 1.2GHz quad-core Qualcomm Snapdragon 410
- 13MP rear, 5MP front
- 5.5" 1280 x 720
- 8GB built-in, microSD; 1GB RAM
- LTE
- dual SIM



MyPhone Rio 2
P5,499

- Android 5.0 Lollipop
- 1.3GHz quad-core MediaTek MT6582
- 8MP rear, 5MP front
- 5" 720 x 1280
- 8GB built-in, microSD; 1GB RAM
- dual SIM



MyPhone Uno
P5,499

- Android 5.0 Lollipop
- 1.3GHz quad-core MediaTek 6582
- 5MP rear, 2MP front
- 4.5" 854 x 480
- 4GB, microSD; 1GB RAM
- dual SIM



OPPO Joy 3
P6,490

- Android 4.4 KitKat, ColorOS 2.0
- 1.3GHz quad-core MediaTek MT6582
- 5MP rear, 2MP front
- 4.5" 450 x 854
- 4GB built-in, microSD; 1GB RAM
- dual SIM



OPPO Neo 5
P7,990

- Android 4.4 KitKat
- 1.3GHz quad-core MediaTek MT6582
- 8MP rear, 2MP front
- 4.5" 480 x 854
- 8GB built-in, microSD; 1GB RAM
- dual SIM



Prestigio 5454 Duo
P8,799

- Android 4.4 KitKat
- 1.2GHz quad-core Snapdragon 410
- 8MP rear, 2MP front
- 4.5" 960 x 540
- 8GB built-in, microSD; 1GB RAM
- LTE
- dual SIM



Prestigio 5550 Duo
P8,999

- P8,999
- Android 4.4 KitKat
- 1.3GHz quad-core MediaTek MTK6582
- 13MP rear, 2MP front
- 5.5" 1280 x 720
- 8GB built-in, microSD; 1GB RAM
- dual SIM



Prestigio 8500 Duo
P9,699

- Windows Phone 8.1
- 1.2GHz quad-core Cortex-A7
- 8MP rear, 2MP front
- 5" 1280 x 720
- 8GB built-in, microSD; 1GB RAM
- dual SIM



Sony Xperia E3
P7,490

- Android 4.4.2 KitKat
- 1.2GHz quad-core Qualcomm MSM8926-2 Snapdragon 400
- 5MP rear, VGA front
- 4.5"
- 4GB built-in, microSD; 1GB RAM
- LTE



Sony Xperia E4
P6,990

- Android 4.4 KitKat
- 1.3GHz quad-core Cortex-A7
- 5MP rear, 2MP front
- 5" 960 x 540
- 8GB built-in, microSD; 1GB RAM



Starmobile Knight Vision
P9,990

- Android 4.4 KitKat
- 1.3GHz quad-core ARM Cortex A7 MediaTek MT6582
- 13MP rear, 8MP front
- 5.5" 1280 x 720
- 16GB built-in, microSD; 2GB RAM
- dual SIM



Starmobile UP Max
P7,490

- Android 5.0 Lollipop
- 1.3GHz quad-core ARM Cortex-A7
- 13MP rear, 5MP front
- 5" 1280 x 720
- 16GB built-in, microSD; 1GB RAM
- dual SIM



Xiaomi Redmi 2
P5,999

- Android 4.4 KitKat
- 1.2GHz 64-bit quad-core Qualcomm Snapdragon 410
- 8MP rear, 2MP front
- 4.7" 1280 x 720
- 8GB built-in, microSD; 1GB RAM
- LTE
- dual SIM



Xiaomi Mi 4i
P9,799

- Android 5.0.2 Lollipop
- 1.7GHz quad-core Cortex-A53 & quad-core 1.0GHz Cortex-A53
- 13MP rear, 5MP front
- 5" 1920 x 1080
- 16/32GB built-in; 2GB RAM
- LTE
- dual SIM



ASUS fonepad 8
P11,995

- Android 4.4.2 KitKat
- 1.3GHz quad-core Intel Atom Z3530
- 5MP rear, 2MP front
- 8" 1280 x 800
- 8/16GB built-in, microSD;
- 1GB RAM
- dual SIM



ASUS Zenfone 2 (ZE551ML)
P13,995 (32GB)
P14,995 (64GB)

- Android 5.0 Lollipop
- 2.3GHz 64-bit intel Atom Z3580
- 13MP rear, 5MP front
- 5.5" 1920 x 1080
- 32/64GB built-in, microSD;
- 4GB RAM
- LTE
- dual SIM



ASUS ZenPad S 8.0 (Z580CA)
P16,995

- Android 5.0 Lollipop
- 2.3GHz quad-core Intel Atom Z3580
- 8MP rear, 5MP front
- 8" 2048 x 1536
- 64GB built-in, microSD; 4GB RAM



BlackBerry Leap
P13,490

- BlackBerry 10.3.1
- 1.5GHz dual-core Qualcomm MSM8960
- 8MP rear, 2MP front
- 5" 1280 x 720
- 16GB built-in, microSD; 2GB RAM
- LTE



Gionee Elife S5.1
P12,499

- Android 4.4 KitKat
- 1.2GHz quad-core Qualcomm Snapdragon 400
- 8MP rear, 5MP front
- 4.8" 1280 x 720
- 16GB built-in; 1GB RAM



Happy Mobile Prive
P11,999

- Android 4.4 KitKat
- 1.7GHz octa-core MediaTek MT6592
- 13MP rear, 8MP front
- 5.5" 1280 x 720
- 16GB built-in, microSD; 1GB RAM
- dual SIM

NEW!



Lenovo Vibe Shot
P17,999

- Android 5.0 Lollipop
- 1.7GHz octa-core Qualcomm Snapdragon 615
- 16MP rear, 8MP front
- 5" 1920 x 1080
- 32GB built-in, microSD; 3GB RAM
- LTE
- dual SIM



Huawei Honor 6+
P17,990

- Android 4.4.2 KitKat
- 1.8GHz quad-core Cortex-A15 + 1.3GHz quad-core Cortex-A7
- 8MP rear, 8MP front
- 5.5" 1920 x 1080
- 32GB built-in, microSD; 3GB RAM
- LTE
- dual SIM



Lenovo P70
P11,999

- Android 4.4 KitKat
- 1.7GHz octa-core MediaTek MT6752
- 13MP rear, 5MP front
- 5" 1280 x 720
- 16GB built-in, microSD; 2GB RAM
- LTE
- dual SIM

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Lenovo S90
P13,999

- Android 4.4.4 KitKat
- 1.2GHz 64-bit quad-core Qualcomm Snapdragon 410
- 13MP rear, 8MP front
- 5" 1280 x 720
- 32GB built-in; 2GB RAM
- LTE
- dual SIM



Lenovo Vibe X2
P18,999

- Android 4.4 KitKat
- 2GHz octa-core MediaTek MT6595M True8Core
- 13MP rear, 5MP front
- 5" 1920 x 1200
- 32GB built-in; 2GB RAM
- LTE
- optional dual SIM



Lenovo Yoga Tablet 2 8"
P13,999

- Android 4.4 KitKat
- 1.33GHz quad-core Intel Atom Z3745
- 8MP rear, 1.6MP front
- 8" 1920 x 1200
- 16GB built-in; microSD; 2GB RAM



Lenovo Yoga Tablet 2 10"
P19,999

- Android 4.4 KitKat
- 1.86GHz quad-core Intel Atom Z3745
- 8MP rear, 1.6MP front
- 10.1" 1920 x 1200
- 16GB built-in; microSD; 2GB RAM
- LTE



LG G3 Beat
P13,990

- Android 4.4.2 KitKat
- 1.2GHz quad-core Qualcomm Snapdragon 400
- 8MP rear, 1.3MP front
- 5" 1280 x 720
- 16GB built-in; microSD; 1GB RAM
- LTE



LG G3 Stylus
P16,990

- Android 4.4.2 KitKat
- 1.3GHz quad-core Cortex-A7 MediaTek MT6582
- 13MP rear, 1.3MP front
- 5.5" 960 x 540
- 8GB built-in; microSD; 1GB RAM
- dual SIM



Microsoft Lumia 640 XL
P11,990

- Windows Phone 8.1
- 1.2GHz quad-core Qualcomm Snapdragon 400
- 13MP rear, 5MP front
- 5.7" 1280 x 720
- 8GB built-in; microSD; 1GB RAM
- dual SIM



MyPhone Infinity 2
P12,799

- Android 4.4 KitKat
- 1.5GHz octa-core MediaTek 64-bit
- 13MP rear, 5MP front
- 5" 1280 x 720
- 16GB built-in; microSD; 2GB RAM
- LTE
- dual SIM



OPPO R1x
P15,990

- Android 4.4 KitKat
- 1.5GHz octa-core Snapdragon 615
- 13MP rear, 5MP front
- 5" 1280 x 720
- 16GB built-in; microSD; 2GB RAM
- LTE
- dual SIM



Prestigio 5508
P13,899

- Android 4.4.2 KitKat
- 1.7GHz octa-core MediaTek MT6592
- 13 MP rear, 2MP front
- 5" 1280 x 720
- 16GB built-in; 1GB RAM
- dual SIM



Samsung Galaxy Tab A
P15,990

- Android 5.0 Lollipop
- 1.2GHz quad-core ARM Cortex-A53
- 5MP rear, 2MP front
- 8" 1024 x 768
- 16GB built-in; microSD; 2GB RAM
- LTE



Starmobile ENGAGE 10 pro
P11,999

- Windows 8.1
- 1.8GHz quad-core Intel Atom Z3735F Baytrail-T
- 5MP rear, 2MP front
- 10.1" 1280 x 800
- 32GB built-in; microSD; 2GB RAM



Starmobile Knight X
P15,990

- Android 4.4 KitKat
- 2GHz octa-core MediaTek MT6595M
- 13MP rear, 5MP front
- 5.5" 1920 x 1080 IPS LCD
- 32GB built-in; 3GB RAM
- LTE
- dual SIM



Xiaomi Mi 3
P10,599

- Android 4.3 Jelly Bean
- 2.3GHz Qualcomm Snapdragon 800
- 13MP rear, 2MP front
- 5" 1920 x 1080
- 16GB/64GB; 2GB RAM



Xiaomi Mi Pad
P10,999

- Android 4.4 KitKat
- 2.2GHz quad-core NVIDIA Tegra K1
- 8MP rear, 5MP front
- 7.9" 2048 x 1536
- 16GB; microSD; 2GB RAM



- Apple iPad Air 2**
Wi-Fi: P25,490 (16GB); P30,490 (64GB); P35,490 (128GB)
Wi-Fi+cellular: P31,990 (16GB); P36,990 (64GB); P41,990 (128GB)
- iOS 8
 - A8X chip with 64-bit architecture and M8 motion coprocessor
 - 8MP rear, 1.2MP front
 - 9.7" 2048 x 1536
 - 16/64/128GB; 2GB RAM
 - LTE



- Apple iPad mini 3**
Wi-Fi: P20,490 (16GB); P25,490 (64GB); P30,490 (128GB)
Wi-Fi + cellular: P26,990 (16GB); P31,990 (64GB); P36,990 (128GB)
- iOS 8
 - A7 chip with 64-bit architecture and M7 motion coprocessor
 - 5MP rear, 1.2MP front
 - 7.9" 2048 x 1536
 - 16/64/128GB; 1GB RAM
 - LTE



- Apple iPhone 6**
P35,990 (16GB) P41,990 (64GB) P47,990 (128GB)
- iOS 8
 - A8 chip with 64-bit architecture and M8 motion coprocessor
 - 8MP rear, 1.2MP front
 - 4.7" 1334 x 750
 - 16/64/128GB built-in; 1GB RAM
 - LTE



- Apple iPhone 6 Plus**
P41,990 (16GB) P47,990 (64GB) P53,990 (128GB)
- iOS 8
 - A8 chip with 64-bit architecture and M8 motion coprocessor
 - 8MP rear, 1.2MP front
 - 5.5" 1920 x 1080
 - 16/64/128GB built-in; 1GB RAM
 - LTE



- ASUS Transformer Book T100**
P23,995
- Windows 8.1
 - 1.3GHz quad-core Intel Atom Z3740
 - 1.2MP front
 - 10.1" 1366 x 768
 - 32/64GB built-in, microSD; 2GB RAM



- BlackBerry Classic**
P20,990
- BlackBerry 10.3.1
 - 1.5GHz dual-core Qualcomm MSM 8960
 - 8MP rear, 2MP front
 - 3.5" 720 x 720
 - 16GB built-in, microSD; 2GB RAM
 - LTE



- BlackBerry Passport**
P35,790
- BlackBerry 10.3
 - 2.2GHz quad-core Qualcomm Snapdragon 801
 - 13MP rear, 2MP front
 - 4.5" 1440 x 1440
 - 32GB built-in, microSD; 3GB RAM
 - LTE



- Huawei Ascend Mate 7**
P27,890
- Android 4.4 KitKat
 - 1.8GHz Cortex-A15 + 1.3GHz quad-core Cortex-A7 HiSilicon Kirin 925
 - 13MP rear, 5MP front
 - 6" 1920 x 1080
 - 16GB built-in, microSD; 2GB RAM
 - LTE
 - dual SIM



- Huawei Ascend P7**
P20,990
- Android 4.4.2 KitKat
 - 1.8GHz quad-core Hisilicon Kirin 910T
 - 13MP rear, 8MP front
 - 5" 1920 x 1080
 - 16GB built-in, microSD; 2GB RAM
 - LTE



- Lenovo Miix 2**
P21,999
- Windows Phone 8.1
 - 1.8GHz quad-core Intel Atom
 - 5MP rear, 2MP front
 - 8" 1280 x 800
 - 64GB built-in, microSD; 2GB RAM
 - LTE



- Lenovo ThinkPad 8**
P25,490 (Wi-Fi only), P30,000 (3G)
- Windows Phone 8.1
 - 2.4GHz quad-core Intel Z3770
 - 8MP rear, 2MP front
 - 8.3" 1920 x 1200
 - 64/128GB built-in, microSD; 2GB RAM
 - LTE



- Lenovo Vibe Z2 Pro**
P29,999
- Android 4.4.2 KitKat
 - 2.5GHz quad-core Qualcomm Snapdragon 801
 - 16MP rear, 5MP front
 - 6" 2560 x 1440
 - 32GB built-in; 3GB RAM
 - LTE
 - dual SIM



- Lenovo Yoga Tablet 2 Pro**
P33,999
- Android 4.4 KitKat
 - 1.3GHz quad-core Intel Atom Z3745
 - 8MP rear, 1.6MP HD front
 - 13.3" 2560 x 1440
 - 32GB built-in, microSD; 2GB RAM
 - LTE



- LG G4**
P31,990 (metallic finish); P32,990 (leather)
- Android 5.1 Lollipop
 - 1.8GHz hexa-core Qualcomm Snapdragon 808
 - 16MP rear, 8MP front
 - 5.5" 2560 x 1440
 - 32GB built-in, microSD; 3GB RAM
 - LTE



- OPPO N3**
P29,990
- Android 4.4 KitKat
 - 2.3GHz quad-core Qualcomm Snapdragon 801
 - 16MP rotating camera
 - 5.5" 1920 x 1080
 - 32GB built-in, microSD; 2GB RAM
 - LTE
 - dual SIM


OPPO R5
P21,990

- Android 4.4 KitKat
- 1.7GHz quad-core Qualcomm Snapdragon 615
- 13MP rear, 5MP front
- 5.2" 1080 x 1920
- 32GB built-in; 2GB RAM
- LTE


Samsung GALAXY Alpha
P29,990

- Android 4.4.4 KitKat
- 1.8GHz quad-core Cortex-A15 + 1.3GHz quad-core Cortex-A7
- 12MP rear, 2.1MP front
- 4.7" 1280 x 720
- 32GB built-in; 2GB RAM
- LTE


Samsung GALAXY NOTE 4
P37,990

- Android 4.4 KitKat
- 2.7GHz quad-core Krait 450 (1.9GHz quad-core Cortex-A53 + 1.3GHz quad-core Cortex-A57)
- 16MP rear, 3.7MP front
- 5.7" 2560 x 1440
- 32GB built-in, microSD; 3GB RAM
- LTE


Samsung GALAXY Note 5
P36,990

- Android 5.1 Lollipop
- 1.5GHz quad-core Cortex-A53 + 2.1GHz quad-core Cortex-A57
- 16MP rear, 5MP front
- 5.7" 2560 x 1440
- 32GB; 4GB RAM
- LTE


Samsung GALAXY Note Edge
P43,990

- Android 4.4 KitKat
- 2.7GHz quad-core Qualcomm Snapdragon 805
- 16MP rear, 3.7MP front
- 5.6" 2560 x 1600
- 32GB built-in, microSD; 3GB RAM
- LTE


Samsung GALAXY NotePRO 12.2
P39,990

- Android 4.4 KitKat
- 2.3GHz Qualcomm Snapdragon 800
- 8MP rear, 2MP front
- 12.2" 2,560 x 1,600
- 32/64GB built-in, microSD; 3GB RAM
- LTE


Samsung GALAXY S6
P35,990 (32GB)
P41,990 (64GB)

- Android 5.0 Lollipop
- 1.5GHz quad-core Cortex-A53 + 2.1GHz quad-core Cortex-A57
- 16MP rear, 5MP front
- 5.1" 2560 x 1440
- 32/64GB built-in; 3GB RAM
- LTE


Samsung GALAXY S6 edge
P41,990 (32GB)
P47,990 (64GB)

- Android 5.0 Lollipop
- 1.5GHz quad-core Cortex-A53 + 2.1GHz quad-core Cortex-A57
- 16MP rear, 5MP front
- 5.1" 2560 x 1440
- 32/64GB built-in; 3GB RAM
- LTE


Samsung GALAXY S6 edge+
P39,990 (32GB)
P44,990 (64GB)

- Android 5.1 Lollipop
- 1.5GHz quad-core Cortex-A53 + 2.1GHz quad-core Cortex-A57
- 16MP rear, 5MP front
- 5.7" 2560 x 1440
- 32/64GB; 4GB RAM
- LTE


Samsung GALAXY Tab S 8.4
P24,990

- Android 4.4.2 KitKat
- 1.9GHz + 1.3GHz quad-core Exynos 5 Octa 5420
- 8MP rear, 2.1MP front
- 8.4" 2560 x 1600
- 16/32GB built-in, microSD; 3GB RAM
- LTE


Samsung GALAXY Tab S 10.5
P29,990

- Android 4.4 KitKat
- 2.3GHz quad-core Snapdragon 800
- 8MP rear, 2.1MP front
- 10.5" 2560 x 1600
- 16GB built-in, microSD; 3GB RAM
- LTE


Sony Xperia Z3
P34,090

- Android 4.4.4 KitKat
- 2.5GHz quad-core Qualcomm MSM8974AC Snapdragon 801
- 20.7MP rear, 2.2MP front
- 5.2" 1920 x 1080
- 16GB built-in, microSD; 3GB RAM
- LTE


Sony Xperia Z3 Compact
P29,490

- Android 4.4.4 KitKat
- 2.5GHz quad-core Qualcomm MSM8974AC Snapdragon 801
- 20.7MP rear, 2.2MP front
- 4.6" 1280 x 720
- 16GB built-in, microSD; 2GB RAM
- LTE


Sony Xperia Z3 Tablet Compact
P31,990

- Android 4.4.2 KitKat
- 2.5GHz quad-core Qualcomm MSM8974AB Snapdragon 801
- 8.1MP rear, 2.2MP front
- 8" 1920 x 1200
- 16/32GB built-in, microSD; 3GB RAM
- LTE


Vertu Constellation
P287,000

- Android 4.2 Jelly Bean
- 1.7GHz dual-core Qualcomm Snapdragon, Adreno 320 GPU
- 13MP rear, 1.3MP front
- 4.3" 1280 x 720
- 32GB built-in, microSD; 1GB RAM

FASHION—MORE THAN JUST EYE CANDY

HOW TECHNOLOGY HAPPENS IN CLOTHING AND YOU JUST HAVE TO ACCEPT IT

Is your

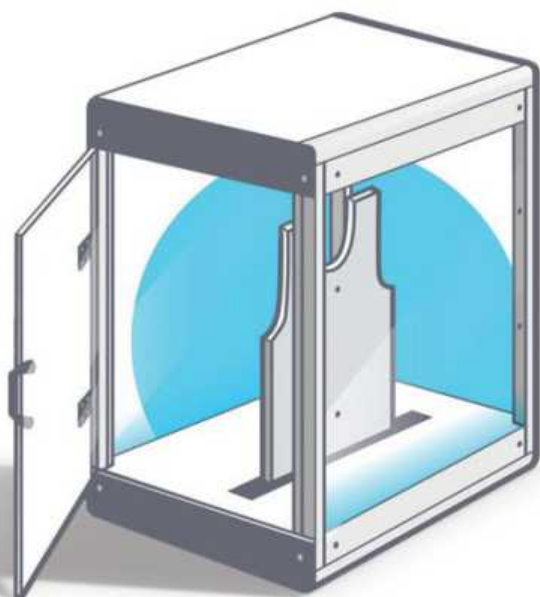
fly open? Go ahead and check.

I brought your attention to your zipper because it is an often overlooked invention that has changed the everyday lives of humans. Without it, we'd still be spending tons of money on buttons, and a lot more time just getting our flies done.

Can you imagine how much time would be wasted with every trip to the toilet? Can you imagine how long bathroom lines would be?

But I digress. The point is, most people tend to take for granted whatever innovation the fashion industry comes up with simply because it is from the fashion industry. Not that I can really blame anyone; it's easy to forget that there's science and technology involved when all that the industry's higher-ups want you to see are impossibly beautiful and underfed people modeling their clothes.

ROWHE
RODRIGUEZ



Clothing technology

So, let me explain the paradox of clothing *cum* technology.

Let's begin with the obvious: the sewing machine.

All your store-bought clothes are mostly made with sewing machines that are nothing like the pedal-powered ones that you find in grandmothers' basements. The machines for mass production have evolved into high-powered and highly specialized equipment.

For example, there are *at least* four different machines used to make that button-down shirt you like to wear to the office: the one that stitches the pieces of fabric together, the one that makes the button holes, the one that attaches the buttons, and the one that fixes the edges on the inside so that the fabric doesn't fray.

Now, moving on from these machines, if you look at the labels of that button-down shirt (or all your other articles of clothing for that matter), most of them will say that your clothes are made out of some percentage of polyester, acrylic, nylon, or elastane.

These are some of the more popular synthetic fibers being used to give clothing certain characteristics to meet consumer demands. For instance, nylon for added durability, acrylic for wool-like warmth, polyester for less wrinkles, and elastane for pants to stretch (so you won't feel too guilty after binge-eating).

High-tech garb

In recent years, however, the combination of fabric and technology has extended beyond playing

with synthetic fibers. What follows are some examples.

A designer named Ying Gao created two interactive dresses. Using sheer fabric and embedding eye-tracking technology into her garments, she was able to

make parts of the dresses move whenever stared at.

Dutch designer Pauline van Dongen has designed clothes that incorporate solar panels. Employing stretchable interconnect technology from Holst Centre to integrate electronics into fabric, her shirts generate enough electricity to charge smartphones, cameras, and USB-compatible handheld devices.

U.S.-based Aaron Rowley, Marcus Foley, and Joseph White, otherwise known as Team Electroloom, have recently concluded a successful Kickstarter campaign to help launch their 3D-printed garments. The material that comes out of their 3D printing machine is produced using what they call the Field Guided Fabrication, which is basically an electric field that turns liquid solution into fibers. These fibers are then deposited onto a 3D mold to form seamless polyester-cotton garments that behave every bit like the traditionally woven ones.

Other designers have also started to experiment with 3D printing. But unlike Team Electroloom, they use the most common product of 3D printers—plastic.

Renowned designer Karl Lagerfeld has incorporated some 3D-printed elements into the Chanel collection presented at the recent Paris Fashion Week, while a collaboration between Iris van Herpen and Julia Körner produced entirely 3D-printed garments.

Trendy tech

At this rate, it doesn't look like it'll take that long before most retail stores start announcing the inclusion of 3D-printed items in their collections. But as close as their appearance is on the racks of trendy fashion stores, I think they're still a long way off from replacing well-made bespoke garments.

The only thing that can come off at this point is the elimination of multiple fittings. If tailors were to combine accurate body measurement scans and technology like the Electroloom, it would be much easier to get the perfect base pattern for each client. This base would guarantee an almost perfect fit right from the start.

All of that is worth looking forward to, and it is pretty exciting to think of what the fashion industry is going to come up with next.

Maybe a hands-free, voice-automated zipper? 

Electroloom



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